

LIFE

McCARTHY AND THE U.S. ARMY
MYTHS AND FACTS ABOUT OVERWEIGHT

CHURCHILL'S
GRANDDAUGHTER
ARABELLA



20 CENTS

MARCH 8, 1954

REG. U. S. PAT. OFF.



Is your family hard on towels?

then **CANNON TOWELS** are the towels for you
...they're specially woven for long hard wear!

Even tug o' war doesn't faze stouthearted Cannon towels, because they're closely woven of the finest, strongest cotton, to withstand endless wear and washing.



What about texture? Just feel that fluffy softness. It's the famous—and exclusive—Cannon Beauti-Fluff texture; a texture that stays fluffy no matter how often towels are washed. Bath towel (left), about **\$1.29**. Bath towel (right), about **98c**.



Family love color? Each member can have his own towel ensemble in a favorite color—bath towel, face towel, wash cloth. And you can count on beautiful Cannon colors to stay fresh the entire life of the towel! Bath towel, about **69c**.



Towels stay thirsty? You bet—if they're Cannon. Cannon towels absorb *five times their weight in water*, and stay that absorbent throughout their long, long life. Bath towel, about **\$1.29**.



More women buy Cannon towels than all other brands combined!

Cannon Mills, Inc., 70 Worth Street, New York City 13 • Towels • Sheets • Stockings • Bedspreads • Draperies



Many products can *mask* the odor of "morning mouth"—for a while.
But Chlorodent Toothpaste really gets *rid* of it.

Smart men don't mask "morning mouth"—THEY GET RID OF IT WITH CHLORODENT

Maybe the picture's stretching things.

Big grown-up men don't really barge around in space helmets. But...

Many of us try to mask "morning mouth." "Morning mouth"—that's a fancy name for that bad taste most of us wake up with. And for the not very nice mouth odor that always goes with it.

But Chlorodent doesn't just mask "morning mouth"—it obliterates it. For one thing, it hasn't just a dab of chlorophyll—it's got enough to do the job. Prove it. Rub Chlorodent on the fingers you hold your cigarette with and notice how it takes the odor right out.

And your proof that Chlorodent stops "morning mouth" is the clean, fresh feeling it leaves.

You can actually *feel* how well it cleans your teeth, too. Chlorodent's formula has a polishing agent that really makes your teeth *shine*. It's patented. No other toothpaste formula can make your teeth so bright!

Now we don't ask you to risk your money on our say-so. If Chlorodent doesn't give you the freshest mouth and brightest teeth you've ever had, just drop the empty tube in an envelope and send it back to us. We'll pay back every cent—and the postage to boot. Fair enough?

Stop "morning mouth"—
enjoy that wonderful, clean,
fresh Chlorodent
feeling!



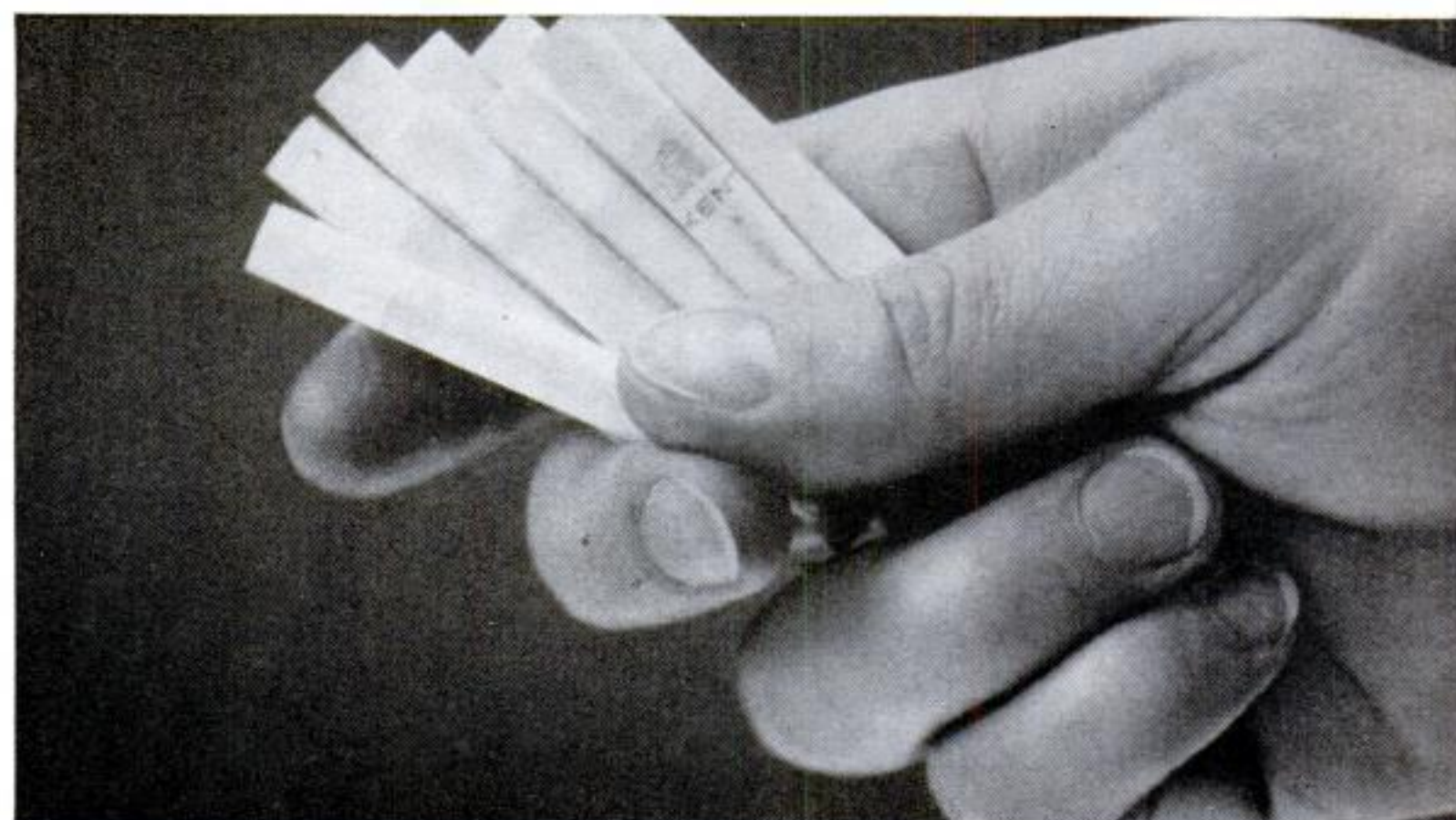
Contains water-soluble chlorophyllins

Here's proof... KENT gives greater filter protection than any other cigarette

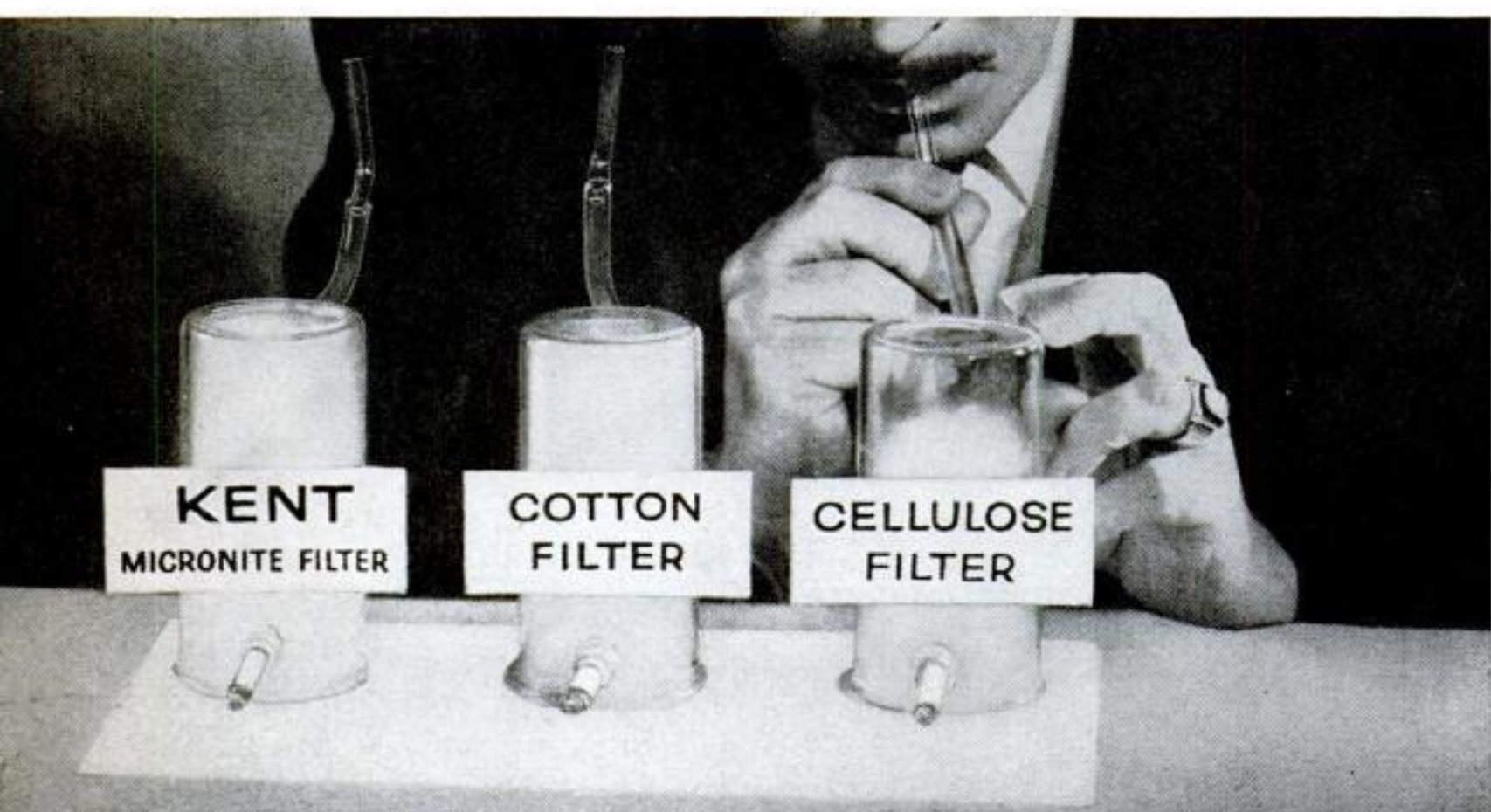
For the 1 in 3 who needs protection against nicotine and tars



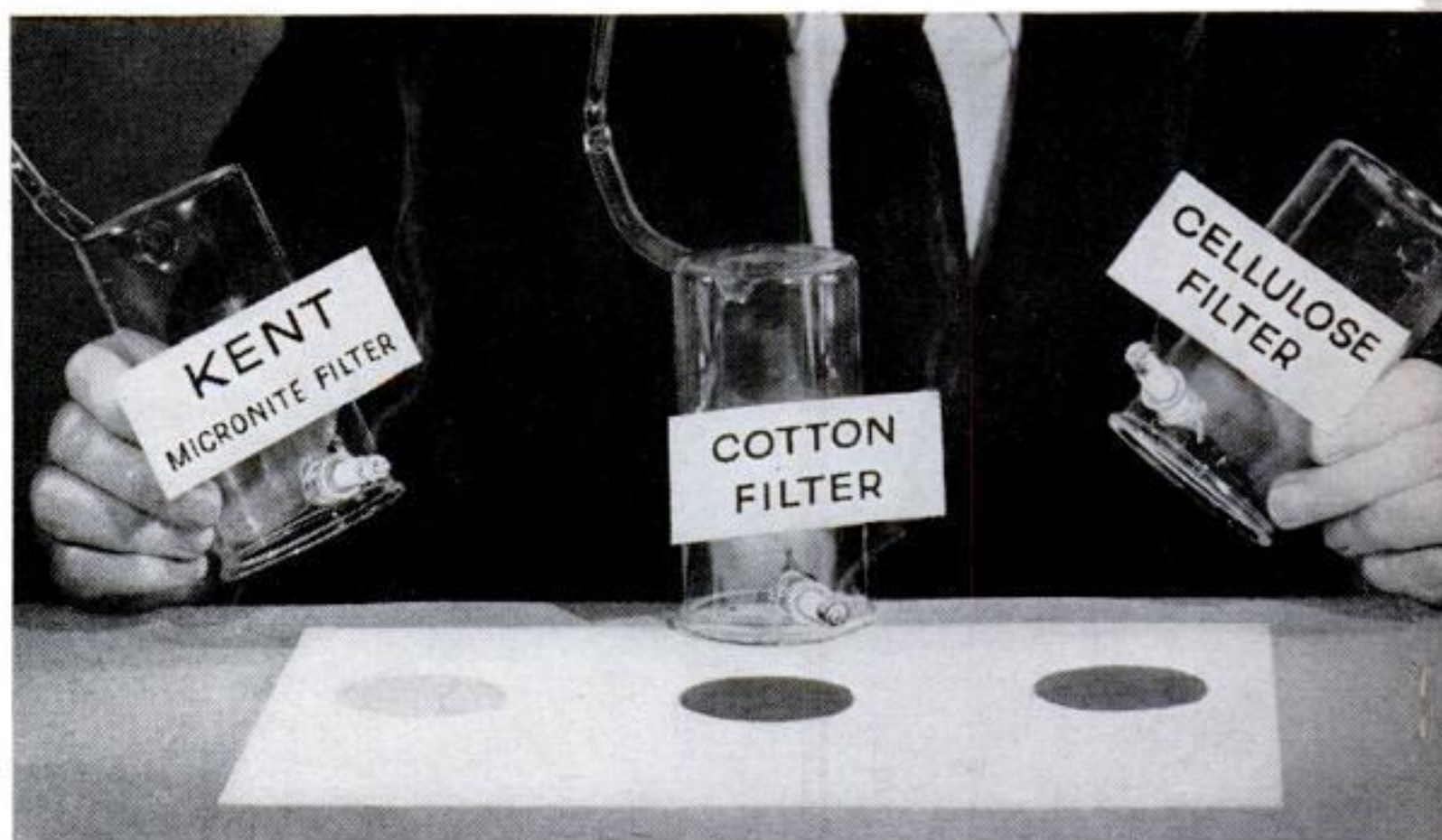
1 According to published medical reports, about 1 in every 3 smokers is sensitive to the nicotine and tars in tobacco smoke. He needs the protection of a filter cigarette and wants the full, satisfying flavor of fine tobaccos.



2 There are 9 leading brands of filter cigarettes a sensitive smoker can choose from. They *look* pretty much alike. Their claims may even *sound* alike. Which one definitely offers you the greatest protection and can *prove* it?



3 Here comes your proof, as shown to millions of TV viewers on *The Web*. Notice that all leading filter cigarettes rely on just *three* different types of *filter material*. Here, four puffs each, from KENT and from two other leading filter cigarettes, are drawn into test glasses, and allowed to settle.



4 See now that the irritants that come right through ordinary types of filter cigarettes leave harsh ugly stains. But from KENT—hardly a trace. That's because KENT, and *only* KENT, has the Micronite Filter . . . made of the safest, most effective filter material ever used on a cigarette.

5 If you need the protection of a filter cigarette . . . get KENT, the cigarette that takes out *far* more nicotine and tars than *any* other filter cigarette, old or new.

KENT

and only Kent has the
MICRONITE Filter

"Kent" and "Micronite" are registered trademarks of P. Lorillard Company

KENT...for the greatest filter protection in cigarette history





**A four-year-old child
was up on a roof**



**A dog was caught
in a fence**



**A boy was playing with
sticks of dynamite**



**A plumber was needed
in a hurry**



**A baby was about
to be born**



**A house was
on fire**

Just a few of the emergency calls handled recently by one telephone central office.

The Spirit of Service

Calls like these are familiar to telephone people everywhere. We know them well.

What they say so plainly is that our work lies at the very heart of life. We are in the thick of it. And the way we act matters.

For day in and day out, minute by minute, we are serving the needs of the people. Our entire business—everything about it—exists so that we may render service.

Out of this experience comes a certain attitude of telephone people that is one of our most precious assets. It is The Spirit of Service.

It begins with a sense of responsibility and shows itself in a sort of combination of knowing-how and wanting-to-do.

We know that without it there would still be telephone service of a sort. But it

wouldn't be the same. And we wouldn't be the same people either. For the spirit that brings the most to the job, likewise returns the most to the people who give it.

Much has been done. But telephone men and women know that all that the years have brought is but the beginning.

Our opportunities for Service open wide before us.

BELL TELEPHONE SYSTEM

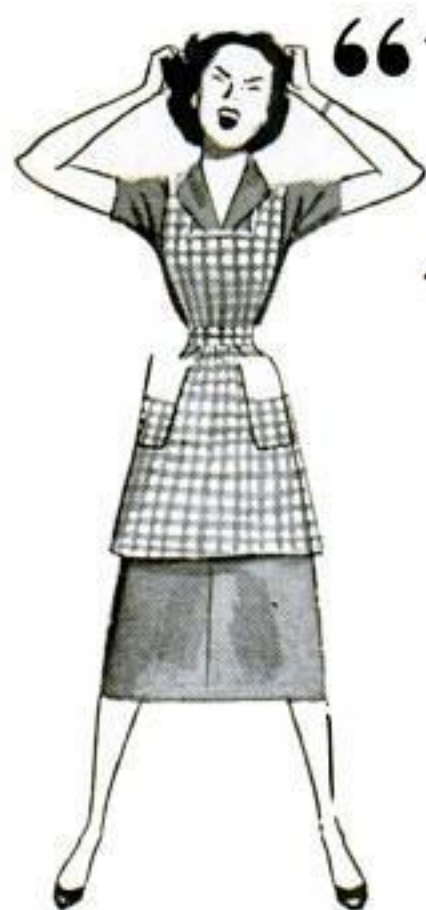
LOCAL to serve the community. NATIONWIDE to serve the nation.



This One



JAQ3-YZR-A4P3



"I needed a 48-hour day...until and the rest of my matching Crosley

A Pennsylvania housewife finds new leisure when
her old-style kitchen is transformed by Crosley



YOU CAN BE SURE of perfect, "even" baking and roasting with a Crosley Electric Range—because the exclusive "Bake-Best" Oven *bakes best by actual test!* Seals heat in oven where it belongs, keeps room cooler, and the automatic clock turns heat on and off for you, so whole meals can cook while you're away. Seven surface heat speeds instead of five as on most ranges. Divided-top design for extra surface convenience . . . available with one or two ovens.

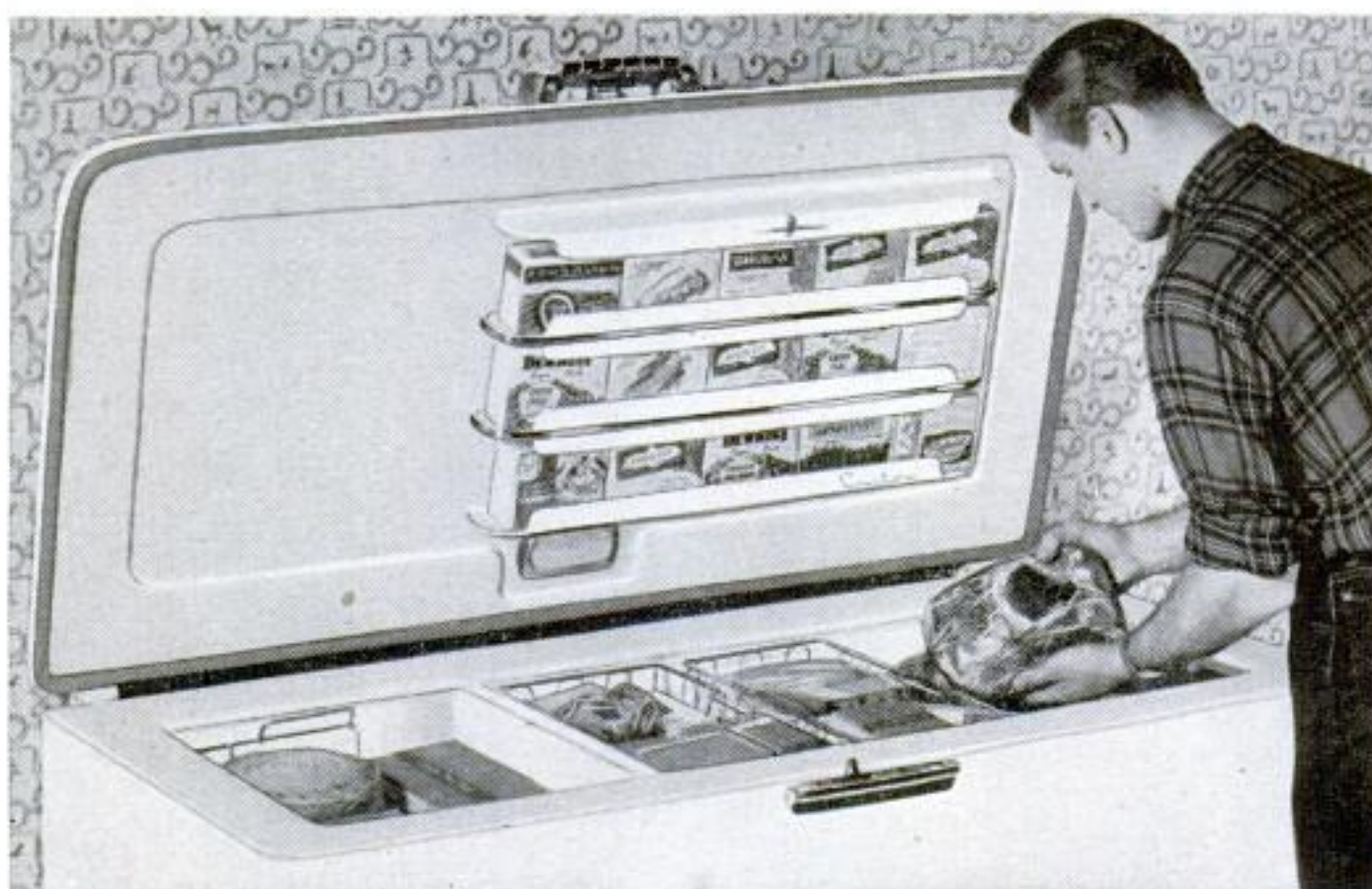


Model CAF-125

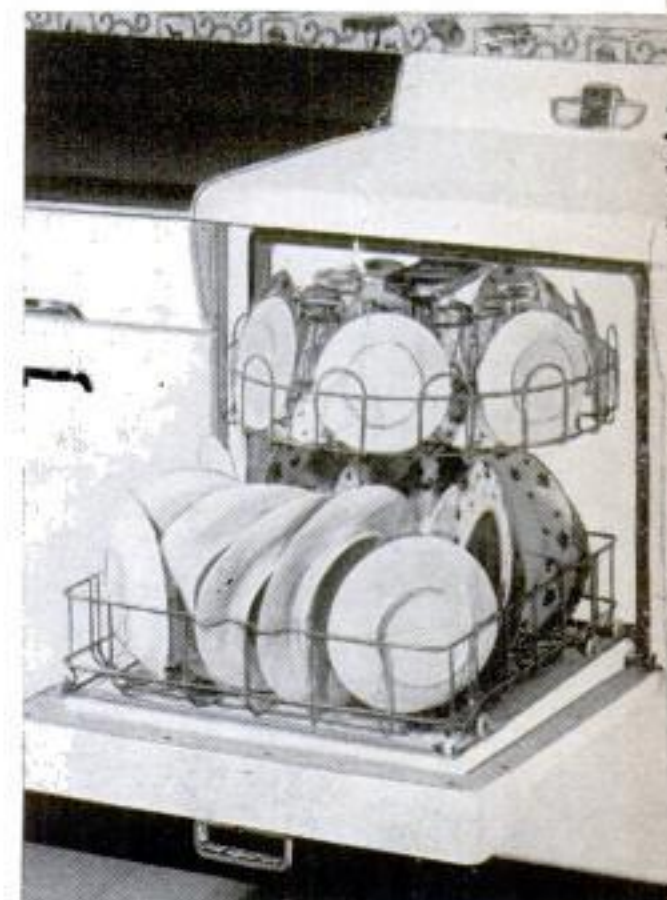
IMAGINE HAVING 89% OF ALL FOOD AT YOUR FINGER TIPS! Only the Crosley Super Shelvador® Refrigerator puts so much food where you can reach it—with exclusive Deep Door Design and Beverage Server plus Roll-Out Shelves and Roll-Out Crisper! And only Crosley gives you completely recessed door shelves that don't steal an inch from inside the refrigerator. Don't look for this convenience in any other refrigerator—it's *exclusive!*



EVERYTHING FOR YOUR KITCHEN — ALL MATCHING! All Crosley appliances, cabinets and accessories are made to *go together*, so that you can add an item at a time as you go along. Crosley wall and base cabinets and accessories form the perfect complement for Crosley appliances—a complete Crosley Kitchen is designed for beauty and engineered for *lifetime* service and enjoyment.



THE ONLY HOME FREEZER WITH SHELVES ON THE LID! The Crosley Shelvador® Freezer lid almost *doubles* "top-level" space! The Crosley Freezer freezes *faster*, and *maintains* temperature at the correct storage level. You can save money because you buy at food "specials" . . . freeze fruits and vegetables in season when they cost less . . . saves time and work because you cook, bake and freeze ahead for every occasion and for use at a moment's notice! You'll wonder how you ever lived without it!



GETS DISHES REALLY CLEAN AND DRY! SwirlClean Tray in the Crosley Dishwasher-Dryer rotates the top rack of dishes through cleansing and rinsing sprays so not a single piece in it gets "missed." Holds china, glassware, silver for a family of six.

I got my new CROSLLEY RANGE

Electric Kitchen!" says Mrs. Orette Emrick of Beaver Falls, Pa.

—ONE OF 100 WINNERS
IN CROSLLEY'S PLAN-YOUR-
KITCHEN CONTEST!



Why not add precious hours to *your* life? Start your new Crosley Kitchen with a Crosley Range, Shelvador Refrigerator or Freezer—adding other items as you need them. Or get a complete Crosley Kitchen on terms to fit your budget.

You don't need to be a kitchen-planning expert to completely *transform* your present kitchen. Crosley appliances and cabinets are designed to be "flexible"—to fit all kinds of wall space, floor plans and individual needs. Crosley Refrigerators, Ranges, and Freezers come in various sizes . . . there are single- and double-door wall and base cabinets, corner pantries with revolving shelves, wall and

base "What-Nots" and other items . . . and there's the Undercounter or Free-standing Dishwasher-Dryer, or the Dishwasher-Sink Combination!

Today, see your Crosley Dealer and let him show you how *easily* you can start your Crosley Kitchen—with whatever you need most. He will be pleased to help you with all planning and financing details.

CROSLLEY

Better Products for Happier Living

Appliance & Electronics Division



Cincinnati 25, Ohio

Shelvador® Refrigerators • Shelvador® Freezers • Electric Ranges • Automatic Dishwasher-Dryers • Cabinet Sinks
Food Waste Disposers • Steel Kitchen Cabinets • Electric Water Heaters • Radios • Television • Room Air Conditioners

**TODAY—SEND FOR CROSLLEY KITCHEN-PLANNING
BOOKLET. ONLY 25¢!**

Dept. L-34, Crosley
Appliance & Electronics Division, AVCO Manufacturing Corp.
1329 Arlington Street, Cincinnati 25, Ohio.

Enclosed please find 25¢ for your Kitchen-Planning Booklet
and information about Crosley Kitchens.

Name _____

Address _____

City _____ State _____

Little girls and big girls, too, know a bargain when they see one!



WOODBURY SHAMPOO SALE

2 bottles
FOR 59¢

Special — \$1.00 VALUE
(limited time only)

More and more "big" girls are buying natural oil Woodbury Shampoo for themselves and their little girls (and boys).

They find that Woodbury treats hair kindly while it washes it clean and shiny. Because it is a natural oil shampoo, it helps to preserve the natural oils of the hair; is far less drying. Even right after a Woodbury washing, hair is easy to manage.

Woodbury Coconut Oil Castile Shampoo is always an economical buy; it actually costs less than other quality shampoos. And now it's really a rare value! Two 50¢ size bottles for 59¢. A dollar's worth for just 59¢. Get your two today—while this special offer lasts!

Woodbury Shampoo... best for all the heads of the family

This is a close-up
of a brand-new kind
of toilet tissue.

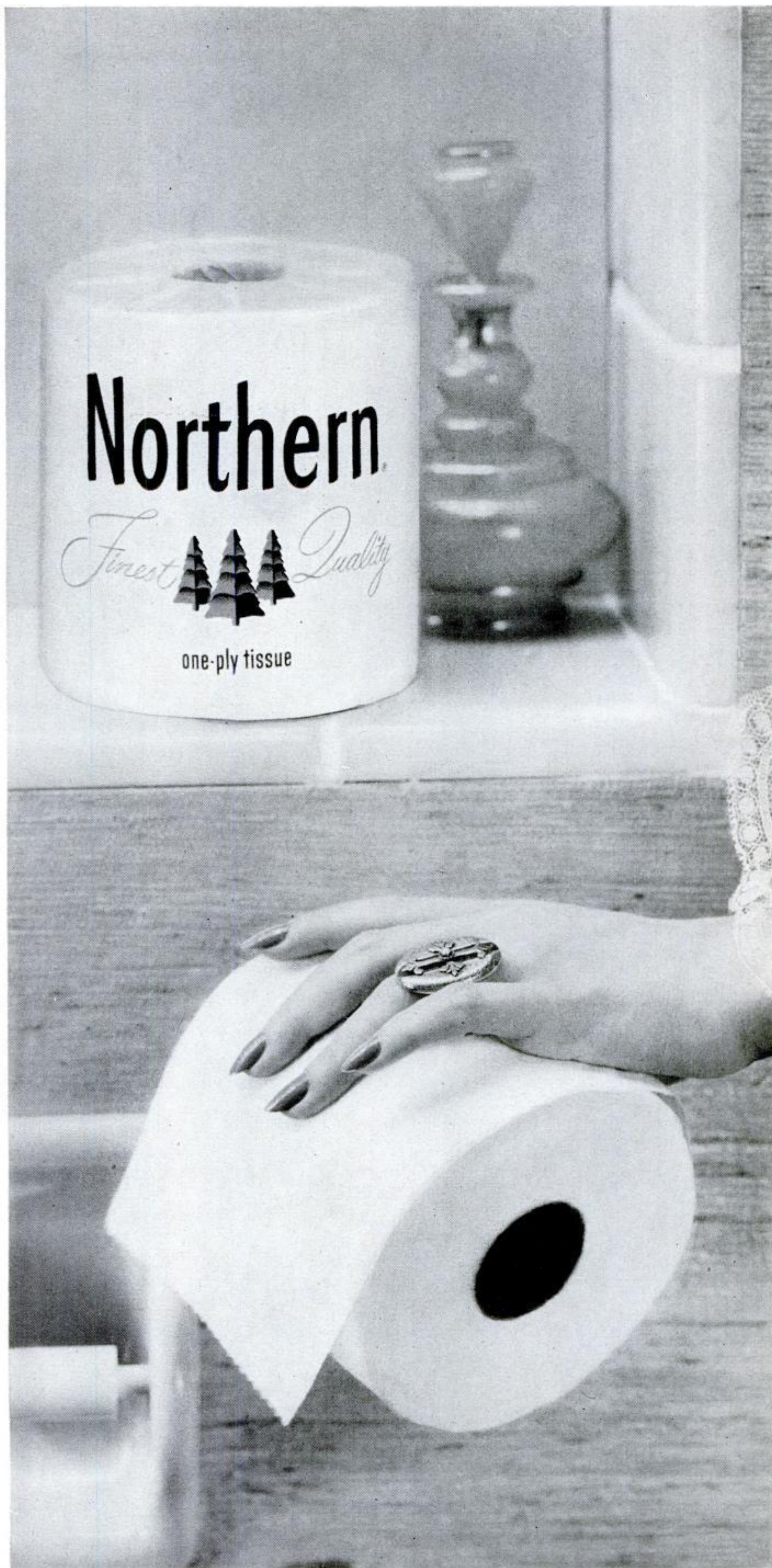
It's new Northern...
and this is how
it's different:

1

Nobody has ever offered
you a single sheet
tissue this soft before!

2

Nobody has ever
offered you this much
softness for the money!



COPYRIGHT 1954, MARATHON CORP., NORTHERN PAPER MILLS DIVISION

We hope you'll try it first chance you get- We know you'll be glad you did!



TWENTY-YEAR-OLD Harriet Jones made debut as ballet dancer last Fall, is married to young concert pianist. Harriet's round-collared Sacony suit (\$25) needs no blouse, looks completely new with each switch of accessories.

Young talent turns to Sacony



BUDDING CAREERISTS LOOK FASHIONABLE IN \$25 SACONY SUITS OF PALM BEACH* CLOTH

Any girl who aspires to be an actress, a dancer or a professional model soon learns that her fashion sense is her fortune. She may scrimp to pay the rent for a tiny cold-water flat. But when she goes out to "make rounds," she's as confidently well-dressed as though money were no object.

Famous standby of girls like these, who often shape a whole season's wardrobe out of a single carefully chosen suit, is the collection Sacony makes in Palm Beach cloth. Though only \$25, these Sacony suits have a profound goodness of line and construction, an unmistakably high-born look. Because of the remarkable fabric (a worsted-like blend of rayon, acetate and wool) Palm Beach suits can be worn twelve months a year, for many years. They're slow to wrinkle, need little or no attention between wearings, actually thrive on dry cleanings. And when a girl is particularly short of pennies, a Palm Beach suit can safely be washed.

Sacony makes these suits in fourteen styles, ten colors and so many size ranges that there is seldom a surtax for alterations. Store names can be obtained by writing Sacony, Dept. S, College Point, Long Island, N. Y.

*PALM BEACH TRADE MARK REG. BY GOODALL-SANFORD, INC., MFR. OF CLOTH

ACTRESS ANNE MEACHAM, winner of the 1951 Clarence Derwent Award, rehearses a scene with director Herbert Machiz of The Artists Theatre. Anne chose this Sacony suit because of its expensive-looking simplicity, says it can change its personality like a character actor. Suit is \$25.

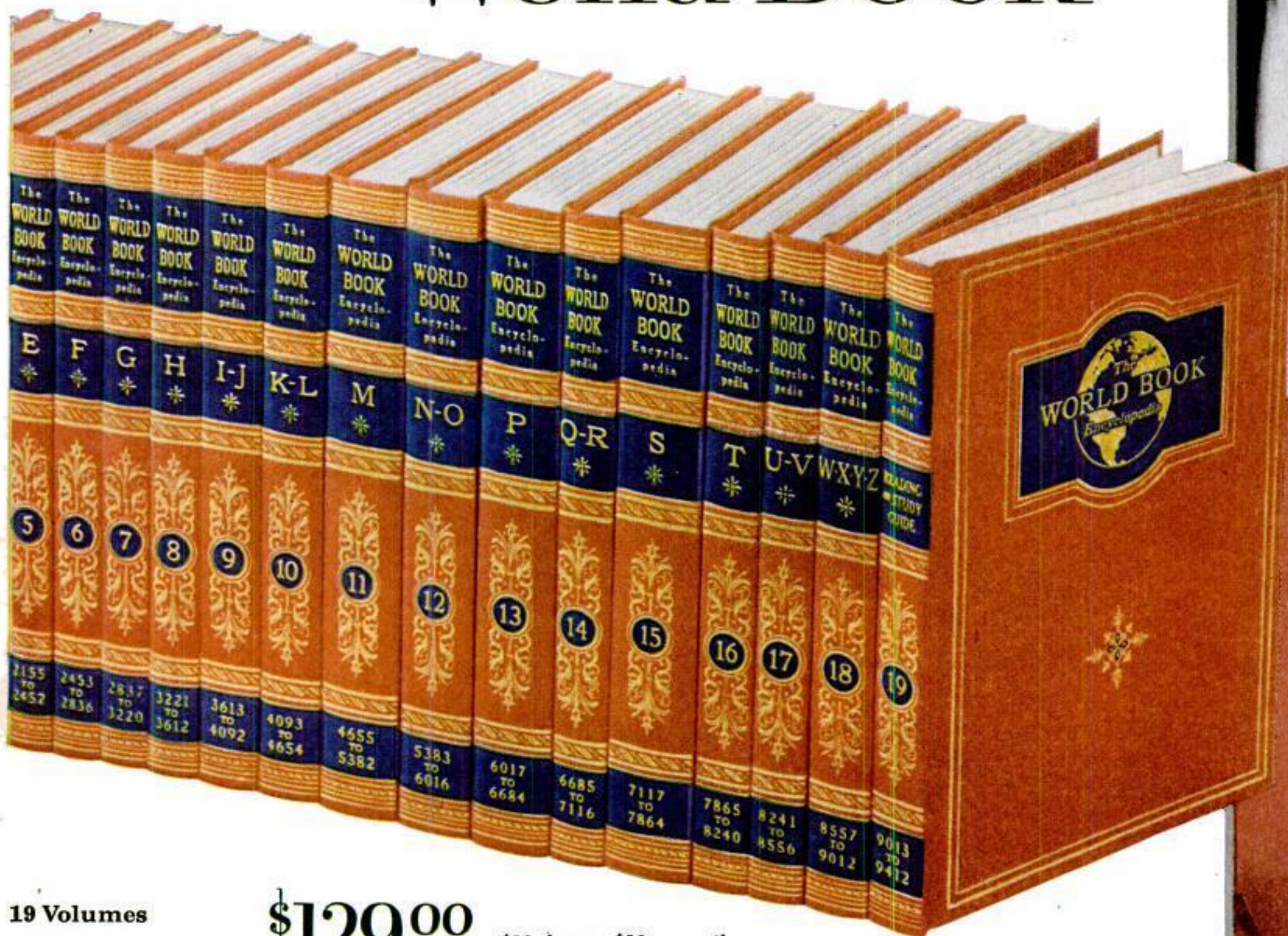
ADVERTISEMENT: copyrighted by Sacony



Parents who care-
compare . . .  then buy



World Book



19 Volumes

President Binding

\$129⁰⁰

\$10 down—\$10 a month

Parents today know how important it is to provide reference books for home use to give their child the right kind of help with his schoolwork. Yet some parents, unknowingly, make the mistake of investing in just *any* encyclopedia to do the job.

Parents who care look into the matter carefully. When they do they discover that all encyclopedias are NOT the same. They find that *one* is especially designed to encourage learning as a pleasure instead of as a chore. And that one is World Book.

Ask teachers, librarians . . . professional people who know. Or see for yourself . . . make a trip to the public library and look up your

favorite subjects in World Book. *What you find will amaze you.*

And here's why: World Book is up to date and kept up to date. It is accurate, authoritative, and comprehensive. It is easy to understand and easy to use—nowhere will you find wordy, technical descriptions. Over 18,000 illustrations—2,100 in striking color—make it doubly interesting, fun to read. And World Book meets both school *and* adult needs—your whole family will share and love it as the doorway to wonderful new horizons.

If you're looking out for your child—you owe it to him to look into World Book today. Send the coupon *now!*

More families buy

World Book

than any other **ENCYCLOPEDIA**

Want a lifetime career with good pay, future security? Discover how all this can be yours as a World Book representative. Write: Mr. George M. Hayes, World Book, Dept. 243, Box 3565, Chicago 54, Illinois.

Published by Field Enterprises, Inc., Educational Division, Merchandise Mart Plaza, Chicago 54, Illinois

Send for FREE Booklet!

Write today for your copy of valuable free booklet, "How to Help Your Child Win Success." Address: Mr. George M. Hayes, World Book, Box 3565, Dept. 143, Chicago 54, Illinois.

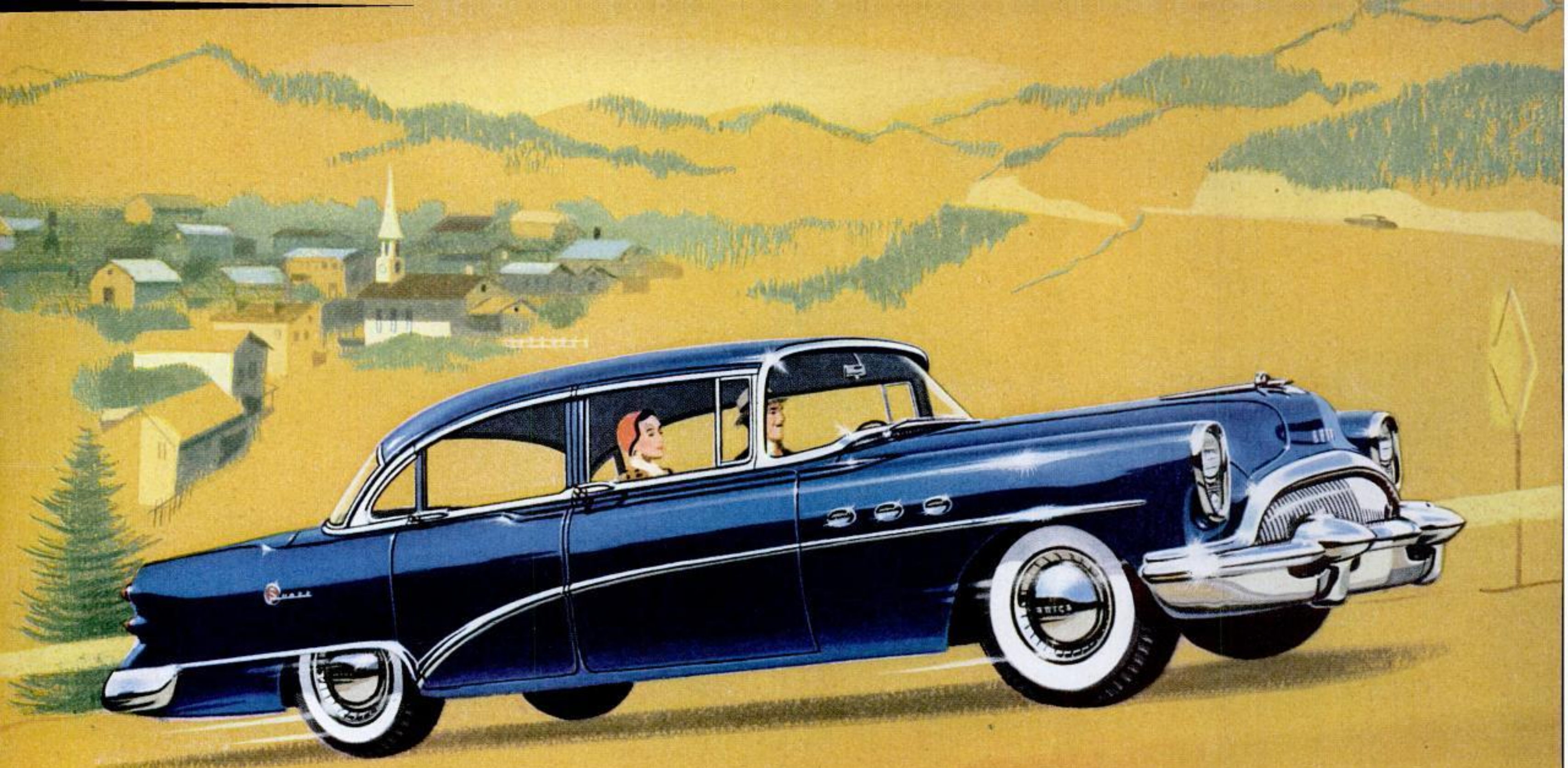
Name _____

Address _____

City _____

State _____





It's got *Power*
and you've got *Room*
but that's only the beginning!

THERE'S no need to tell you this gay and gorgeous beauty has a fresh new symmetry of line that gives the rest of the auto industry something to shoot for in future years.

You can see that for yourself. And you can also see, if you look more closely, a magnificent sweep of glass that was found only on "cars of the future" a year ago.

But there are many more reasons for the soaring success of the 1954 Buicks—the most completely new cars to come on the market in many a year.

Take, for example, the particular Buick pictured here—the 4-door SUPER Sedan.

You'll find that it has the highest horsepower ever put in a SUPER—the upsurging power of Buick's high-compression vertical-valve V8.

Open its wide-swinging doors—also new—and you'll discover more interior room than there was in its popular predecessor, which *was* the roomiest six-passenger sedan in America.

Notice where that panoramic windshield meets the hood, and you'll find a new ventilation system—which brings in fresh air high above the fumes and heat of the pavement.

Then, just for extra good measure, you'll find that there's new handling ease, new riding smoothness, new instrument panels, new front-end suspension, new fabrics, and a long list of other new-day advances.

Want to know more? You can have, as your extra-cost options, everything from the superb smoothness and instant getaway of Twin-Turbine Dynaflow—or the added convenience



of Safety Power Steering and Power Brakes—to four-way adjustable front seats, electric radio antenna operation, wire-wheel smartness.

So picking a new car this year is simple. Pick Buick—and you'll get all there is to be had—all that your heart can desire—and a wonderful buy!

BUICK
the Beautiful Buy

When better automobiles are built Buick will build them



See your Buick Dealer

Copyrighted material



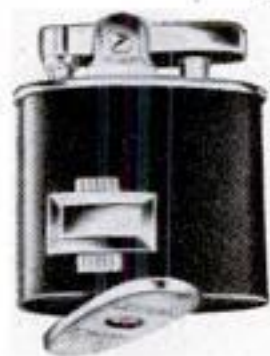
*You could bake him
a dozen birthday cakes
but...*

he'd rather have a **Ronson**

The one sure way to a man's heart — is a gift of a Ronson pocket lighter. This is good taste you'll *never* find in cookbooks — the handsome, lasting, useful gift he'll always be proud of.

There are so many pocket lighter styles to choose from in Ronson's smart assortment for men. Any one of these will make a perfect gift for his birthday, to celebrate a promotion, or as a memento of any big event in his (and your) life. Choose the Ronson *you* like best — and you can be sure you're giving him the gift *he'll* appreciate most!

Shown: Ronson Triumph
New swivel base makes fueling easy.
Handsomely finished in heavy



gold plate and
ebony enamel. \$10.00*
Other Ronson
pocket lighters from
\$5.50 to \$200.

give a **RONSON**®
world's greatest lighter!


© 1954 RONSON ART METAL WORKS, INC. *PLUS TAX



MOBILE MODEL PATRICIA PRUNONOSA, A FORMER BALLET STUDENT, RECLINES ON FLOOR WITH LEFT LEG EXTENDED AT RIGHT ANGLE AS SHE SHOWS FATH'S

SPEAKING OF PICTURES . . .

. . . Designer puts models in black so customers can concentrate on accessories



CURLED-UP model who wears a little black-and-white nylon cap rests by round white straw beach bag. The lengthy pigtails come attached to the hat.

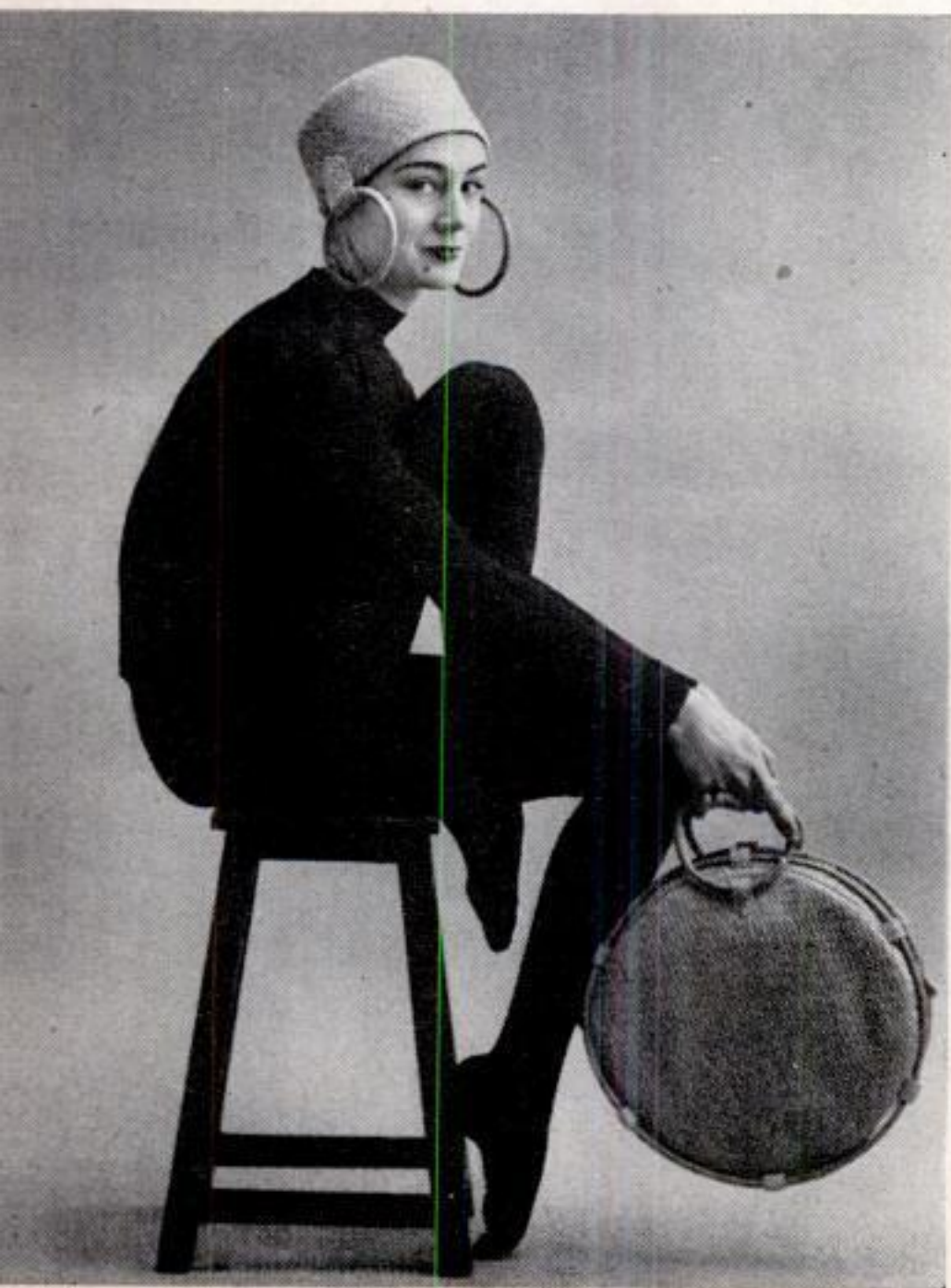
HIDING beneath a flowing silk chiffon scarf, model clutches a circular canvas beach bag with gaudy stripes. The square scarf has built-in sunglasses.





SHAGGY-BRIMMED PEAKED BEACH HAT. LOOP ON HAT DOUBLES AS HANDLE

When Jacques Fath showed his new collection of accessories in Paris, he wanted nothing to distract viewers from his handbags, hats and scarves. So he sent his models out dressed very simply in tight-fitting black silk leotards and high-heeled shoes. While the costume emphasized the models' silhouettes, as shown in these photographs by Paul Himmel, it also provided an effectively severe setting for Fath's frivolous designs.

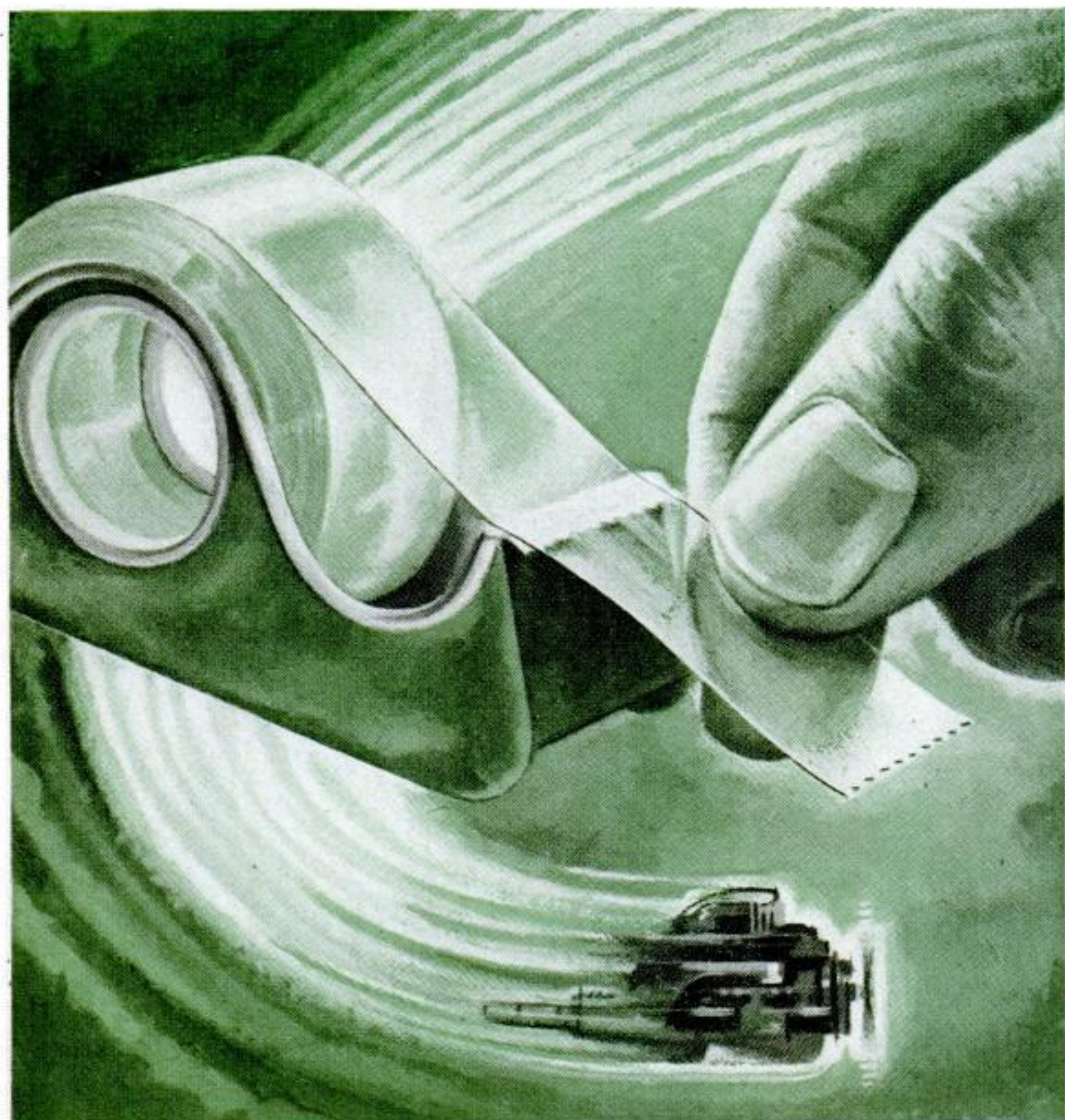


PERCHED on a stool, model shows natural straw fez with outsize wooden hoops over ears. Hoops become handles if the wearer wants to carry hat as bag.

GROPING in cloche hat of spotted cotton, model rests beach bag at waist. Since hat has sunglasses embedded in brim, it must be pulled down over face.



Your engine's life depends on
a film of oil 3 times thinner
than cellophane tape!



The vital space between your engine's piston rings and cylinder walls is only 1/1000th of an inch.

Use high-quality Quaker State for the super film that gives greatest oil mileage

SUPERFILM! That's Quaker State's name for the film of oil so pure, so heat-resistant, so high in quality it provides perfect lubrication for your car's engine. Quaker State Motor Oil is refined from 100% Pure Pennsylvania Grade Crude Oil—nature's best. It is the result of 50 years of continuous improvement and specialization in automobile lubrication. Made to meet the extra demands of today's high-compression engines—to give them complete protection.

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for every type of service. Ask your dealer.



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association

PARIS ACCESSORIES CONTINUED



OUTDOOR GIRL is what Fath had in mind for these nylon stockings printed with leopard's spots in brown and yellow.



AT-HOME PETTICOAT to be worn at private gatherings with a boned and laced corset is tied with a broad black sash.



PARTY POLKA DOTS were most popular of Fath's patterned nylons. Stockings are difficult to print, cost \$9 a pair in Paris.



The Good Fight...for Fresher Foods!

Nowhere else has the Good Fight for Fresher Foods been waged so successfully as in this land of plenty. And right in the forefront is Reynolds Wrap, the pure aluminum foil!

It's Reynolds Wrap that keeps everything fresh in your kitchen. And it's Reynolds Wrap Aluminum Packaging that keeps fine foods fresh on your market shelves.

These sugar-coated puffed cereals are a dramatic example. They must have absolute protection against moisture. They get it with this packaging...the finest known to science. And right on the package is the Seal that tells you so!

A host of other food products also carry the Reynolds Wrap Aluminum Packaging Seal. Look for it! It assures you *quality protected* all the way from maker to you.

Reynolds Metals Company,
General Sales Office, Louisville 1, Ky.

Look for this Seal
on the Package!



SEE "MISTER PEEPERS,"
Starring Wally Cox,
Sundays
NBC-TV Network.





IT'S FUN!
TO CLEAN
THIS MODERN WAY!

KITCHENS SPARKLE!

BATHROOMS SHINE!

*clean 'em up
 in half the time!*



**O-CEL-O and SOILAX
 wipe dirt away!**

LETTERS TO THE EDITORS

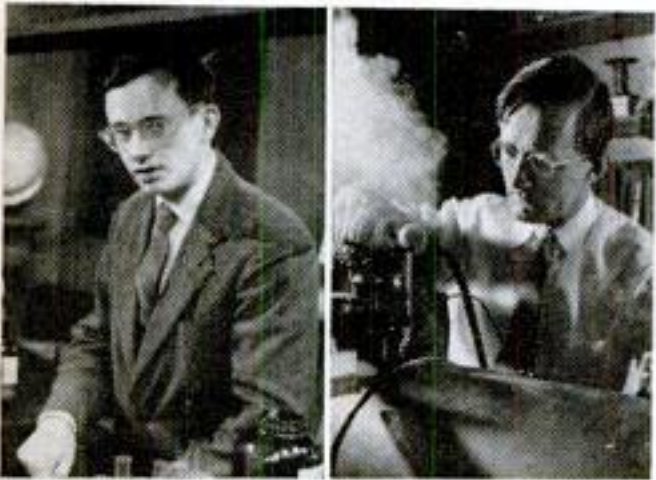
COLUMBIA UNIVERSITY

Sirs:

Your pictures ("Milestone for a Great College," LIFE, Feb. 15) impressed me. But is Physicist Polykarp Kusch basing his scientific career on a superficial resemblance to Mr. Peepers, general science teacher at Jefferson City Junior High? ...

JOHN B. FEISER

York, Pa.



PEEPERS

POLYKARP

Sirs:

... There is something different about the Columbia man. Often he comes from a high school where he was a big fish in a little pond, often from social circumstances where he had to half-apologize for being brainy. But at Columbia he learns there is no such thing as thinking too clearly. He learns humility—and pride—in the responsibility of using his God-given mind.

TAD GOLAS

New York, N.Y.

Sirs:

Professor Gilbert Highet ("Her Sons—Alert and Grateful") fails to mention that more than one half of each entering class is composed of preprofessional students. This creates indescribable competition for marks. Thus a student is forced to neglect self-cultivation for the sake of surpassing his classmates. Mr. Highet views Columbia through overrosy glasses.

MELVIN L. ODZE
Class of 1955

Columbia College
New York, N.Y.

Sirs:

I found your picture quiz questions on Columbia's Humanities course comprehensive and well chosen. But No. 9 is not "Hagia Sophia, built in Constantinople ... and consecrated by the Emperor Justinian." It is actually a picture of the mosque we Turks call Sultan Ahmed Camii, also known as the Blue Mosque, which was built in 1617 by Sultan Ahmed I. Hagia Sophia, which means "Divine Wisdom" in Greek, was built as a Christian church about 1,000 years earlier.

IBRAHIM HILMI VOSKAY

Monterey, Calif.



HAGIA SOPHIA

● LIFE mixed mosques, flunked question No. 9. Above is Hagia Sophia.—ED.

Sirs:

... At least your Hagia Sophia bloop-er helps some test-yourself readers feel a lot better about their scores, as it did me.

PROFESSOR WALTER J. GORES

University of Michigan
Ann Arbor, Mich.

KREMLIN TAKES GAMBLE

Sirs:

To my thinking the Emmet Hughes article ("Collective Rule: Kremlin Takes Big Gamble," LIFE, Feb. 15) is the most masterful analysis on the economic, political and social life of modern Russia ever reported. Hughes has the rare gift of conveying facts accurately and vividly with an economy of language. There is no substitute for personal first-hand experience. In an article on my own visit to Moscow [Mr. Vickery wrote "Capitalist on the Loose in Moscow," LIFE, June 2, 1952.—ED.] I attempted to portray, if humorously, the obvious gradual change from a rigid Marxist and Leninist philosophy of discipline, personal supervision and regulation to an unpredictable and somewhat elastic new tempo of Soviet thinking. Hughes confirms this. But regardless of who may be in control of the Kremlin, the basic ingredient of Communism is world revolution, and their favorite ammunition is chaos and confusion.

OLIVER VICKERY

Chicago, Ill.

Sirs:

I cannot help noting in Mr. Emmet John Hughes's report what I consider an extremely dangerous and righteous style of reporting. There is no awe or respect for the flow of history, only sharp and slanted writing presented so as to leave the reader with an unquestionable answer, ridiculously simple, to a problem that has infinitely more dimensions than the thickness of LIFE magazine. ...

DAVID I. GANNLER

Kingston, Ont., Canada

BRACEROS' INVASION

Sirs:

In "Bulge of Braceros at the Border" (LIFE, Feb. 15) I note your statement, "Mexicans do not mind bending and the sun does not bother them." As a Mexican who came to this country as a contract laborer during the war, I have worked in the cantaloupe fields of what we called "El Valle de Sol y Hambre" (Valley of Sun and Hunger, or Imperial Valley), also in the cotton fields of the San Joaquin Valley. I have heard many of my fellow countrymen complain about sore backs and I have seen them fall in the 110° heat. Your stereotyped conception of the Mexican anatomy is, to use a popular American expression, crazy as hell.

RAYMOND H. PEREZ

Los Angeles, Calif.

● LIFE should have made clear that the pay and their need for work makes Mexican *braceros* eager to take backbreaking jobs most U.S. farm laborers would shun.—ED.

EDITORIAL

Sirs:

What virtue justifies your overbearing paternalism in counseling Brazilians as to the use of their "windfall profits" in the present coffee market ("Moral of

the Coffee Shortage," LIFE, Feb. 15)? We should be ashamed of such self-righteousness. ...

H. ERNEST AMMANN

Bloomfield, N.J.

LINCOLN'S LOST DOG

Sirs:

An old saying among writers is that inasmuch as everyone likes to read stories 1) about Lincoln, 2) about doctors and 3) about dogs the sure-fire story would be one about Lincoln's doctor's dog. Dorothy Kunhardt ("Lincoln's Lost Dog," LIFE, Feb. 15) comes closer to the mark than anyone has before.

RUTH T. MCGIBENY

Chicago, Ill.

Sirs:

Your picture on page 84 of Lincoln and sons posing shows them not "on porch," but just inside the picket fence around the raised front yard. Lincoln's Springfield residence had no front porch and still has none.

ROBERT DOWNING

Mt. Kisco, N.Y.

Sirs:

... I should like to see a picture of Mr. Lincoln's horse Bob. What ever became of him?

DIANE CHASE

Apple Valley, Calif.



BOB

● Lincoln rode Bob for years while practicing law but sold him in 1861 when he became President. By then Bob was too old for more than quiet grazing. For Lincoln's funeral procession through Springfield in 1865 Bob was brought out of retirement, hung with black crape, and marched behind the hearse. He died not long after. Above is Bob in front of the Lincoln home, which, as Reader Downing notes, had no porch.—ED.

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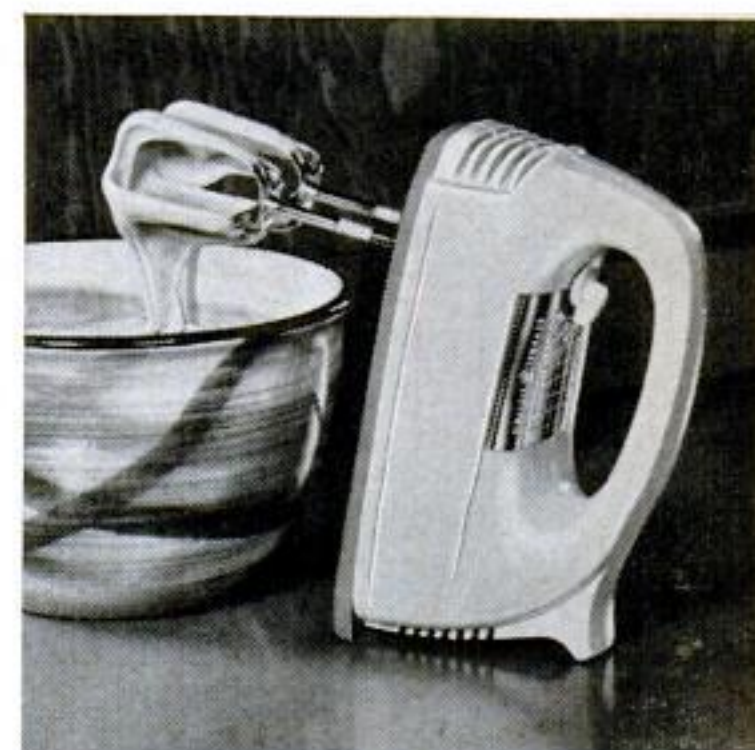
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LETTERS TO THE EDITORS CONTINUED

MAXIMILIAN

Sirs:

After years of being interested in the tragic history of Napoleon III's Austrian puppet Maximilian, I was pleased to find in "Patriot's Passing" (LIFE, Feb. 15) another crumb of his forgotten story. . . . It seems to me that Maximilian, though badly duped by Napoleon, had come to love Mexico and wanted to reign as best he knew. I wish you had quoted the brief speech he made before the firing squad: "I die in a just cause. I forgive all, and pray that all may forgive me. May my blood flow for the good of the land. Long live Mexico!" The squad's first volley failed to kill him. It was necessary to turn him over on the ground and fire once more before death brought him peace.

ROGER H. JONES
Quicksand, Ky.

MIGHTY GUM-CHEWERS

Sirs:

Your gum-chewing contest report ("Mighty Mouth Sweepstakes," LIFE, Feb. 15) is an indispensable record of our times. Congratulations for giving foreign readers a fine picture of life behind our Culture Curtain.

H. A. BATCHELOR
Los Angeles, Calif.

Sirs:

How does one go about entering the sweepstakes? I'd like a try at the record.

GARY COSTNER
Bremerton, Wash.

● The contest ceased after "Mighty Mouth" McGehee, making good his promise to regain the championship, chewed for 10 hours a one-pound wad of gum made up of 165 sticks, which stretched out to a length of 39 feet. This prompted doctors to warn that further efforts would probably result in contestants choking to death or permanently damaging teeth and gums. Richard Walker, McGehee's nearest challenger, then retired on the advice of his mother, a trained nurse.—ED.

CHICKENS NEVER LEARN

Sirs:

Permit me to point out that a hen appears unintelligent only to people who ask her unfamiliar questions ("Chickens Never Learn," LIFE, Feb.

15). Her whole intellectual make-up is directed toward somewhat different values and goals than those of your psychologist, Dr. Eckhard Hess.

E. P. KINGSBURY
Framingham, Mass.

Sirs:

What's the percentage in proving chickens aren't smart? Who wants anything from a chicken but eggs and meat anyway?

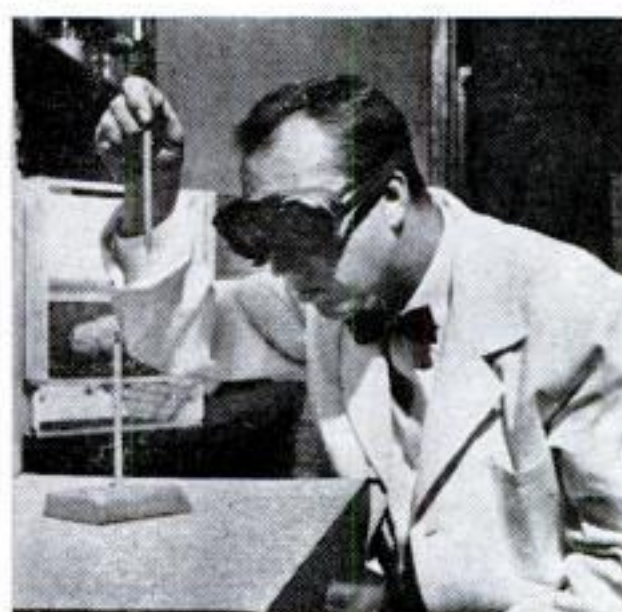
WILLIAM H. AIKIN
Pittsburgh, Pa.

Sirs:

. . . Dr. Hess needs a plastic helmet on his own head.

BARBARA W. GOTTWALD
West Englewood, N.J.

● Dr. Hess was not trying to determine chickens' intelligence but simply trying to discover whether they located objects by instinct or experience. A serious scientist, he



often wears the next thing to a plastic helmet (above): converging lens glasses to handicap his own vision as he does the chicks'.—ED.

MOLOTOV PARTY

Sirs:

Re "The Molotov Cocktail Party" (LIFE, Feb. 15): as the photographer, I would like to clarify any possible misconception concerning my picture (third from the top, p. 24), which shows, from left, a Russian interpreter, His Excellency Vyacheslav M. Molotov and Mr. Carl McCordle, U.S. Assistant Secretary of State for Public Affairs. The laugh on the men's faces is "on" Mr. Molotov. Their dialog when I took the picture went thus:

Mr. Molotov through his interpreter to Mr. McCordle: "Will you defend me in the American press?"
Mr. McCordle through the interpreter to Mr. Molotov: "Oh, sure. What do you think I was hired for?"
Mr. McCordle guffawed sarcastically. Mr. Molotov walked away.

THOMAS D. McAVOY
Paris, France

COVER

Sirs:

I feel certain most serious-minded Americans appreciate sharing the momentous decision facing cover girl Zita Gahan ("Should She Change Her Italian Hairdo?" LIFE, Feb. 15).

MELLIE MERLE SCOTT
Mexia, Texas

Sirs:

Frankly, I don't care if she shaves her head.

CLIVE RICKABAUGH
Chicago, Ill.



How We Retired in 15 Years with \$250 a Month

"The day Nancy and I hit Arizona, we knew it was for us. The air itself felt alive, and the sunshine—well, it was wonderful. We bought a new ranch house that cost less than the price we got for our city home—and is lots less work. Every single morning I've waked up since, I've been thankful to the monthly check for \$250 that makes it all possible.

"Somehow, in my forties it was hard to believe I'd want to slow up someday. Fact is, Nancy was the smart one. One day she came to me—back in 1938, it was—and took out the bank book. 'We've got to do something,' she said. 'Any one who works as hard as you do ought to be able to plan to retire someday. We just aren't savers.'

"I knew that. 'Want to try a business of our own?' I asked.

"Nancy shook her head. 'You know we haven't enough money for that—experience, either. How much would we have to save up to retire on bank interest?'

"Well, interest rates were higher in '38, but I figured almost a hundred thousand. It was out of the question. And I shrugged it off.

"But not Nancy. A few weeks later she came to me with a little book called 'Phoenix Mutual Retirement Plans.' She said she'd

read an ad about a new way to retire. It was for anybody of average means who had fifteen or twenty good earning years ahead. The ad offered more information, and she sent in the coupon.

"It was Nancy's little book that changed my mind. Here was a way I could retire—and in 15 years, if I wanted to. There was no secret, except to start soon enough. And I did. Well, my Phoenix Plan was a greater joy as time went by.

"My first check for \$250 came last spring. With it, Nancy and I were off to the West. I feel ten years younger since I got here. I say it's the Arizona air. But Nancy winks and says it's being my own boss. Anyway, I wouldn't change places with our company president."

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This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 to \$250 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't put it off.

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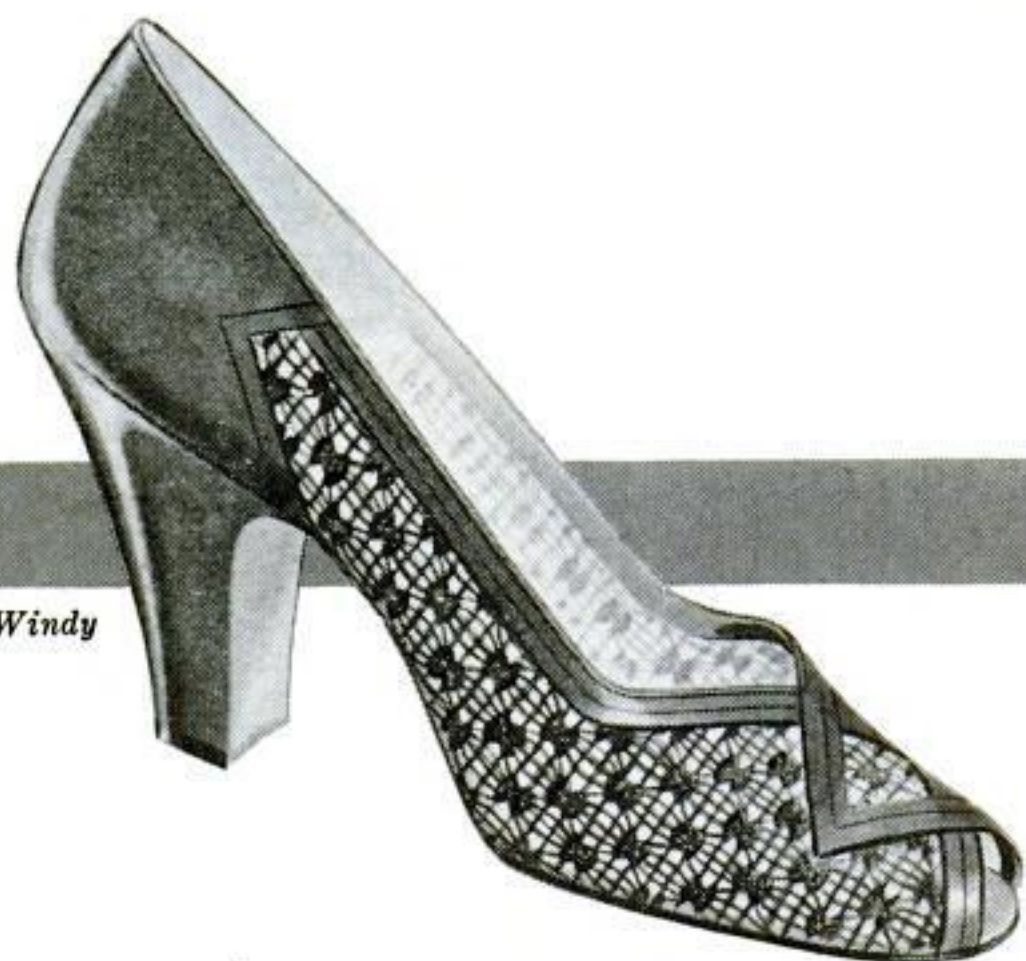
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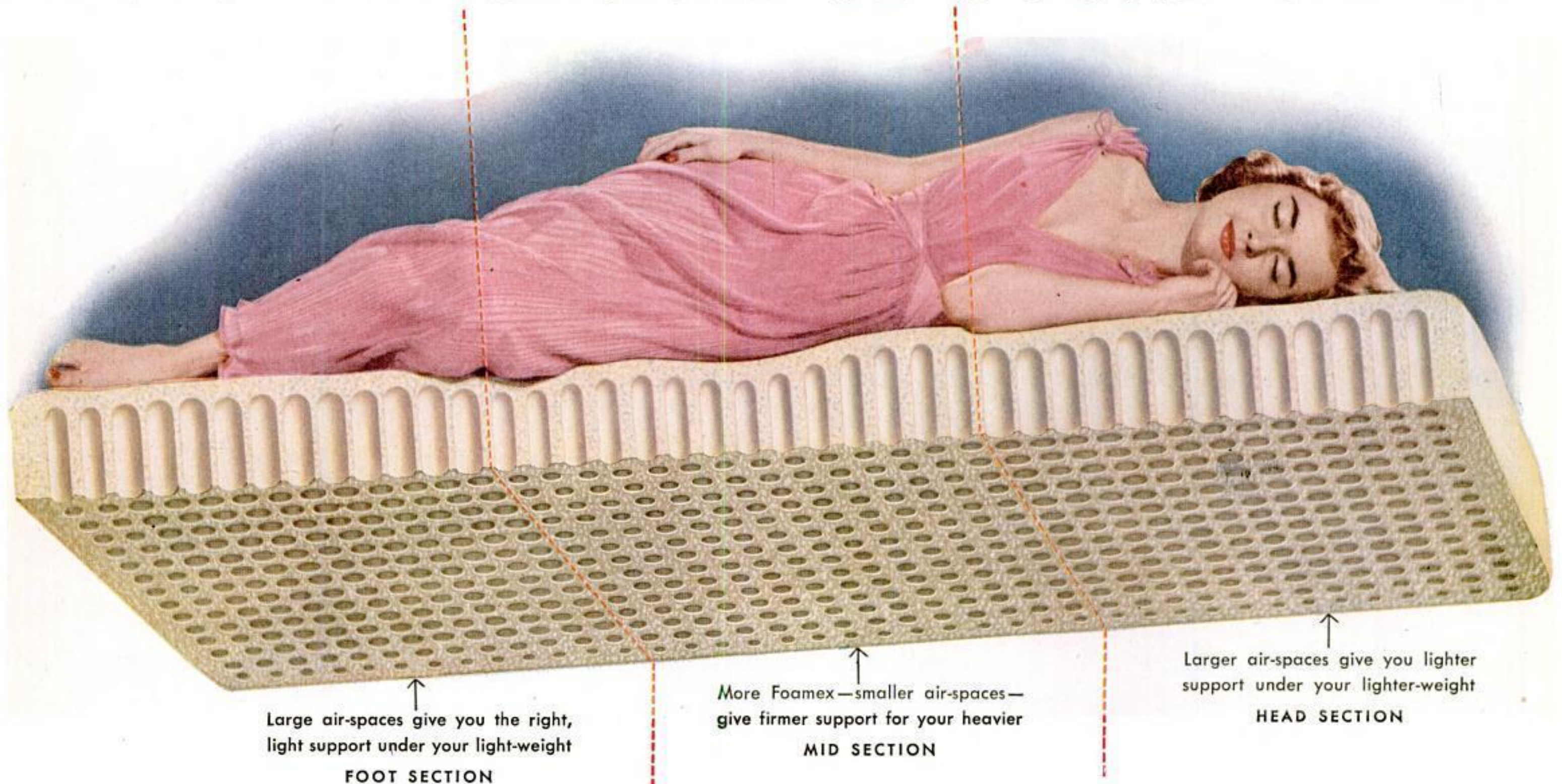


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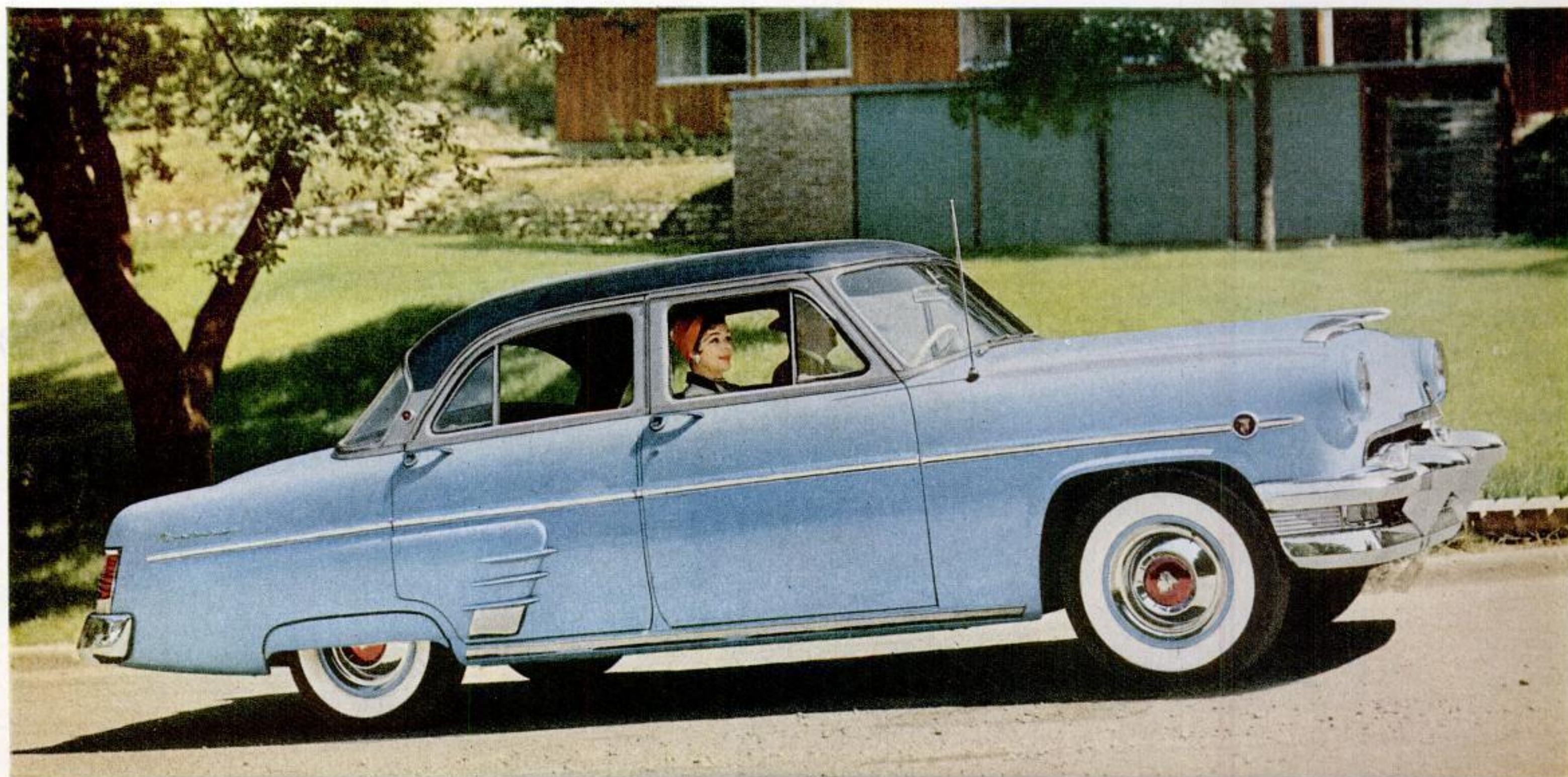
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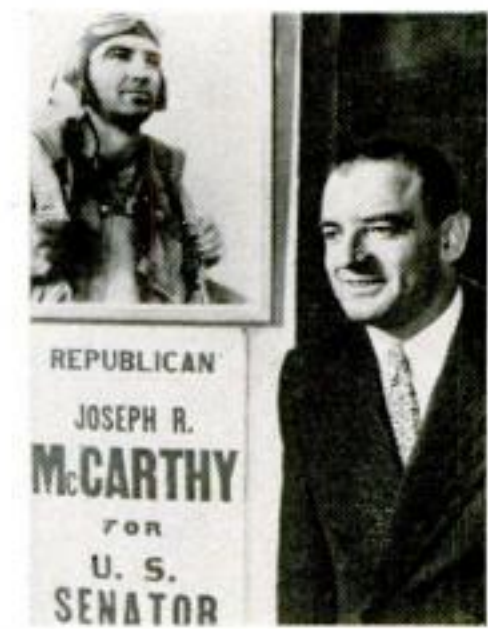
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MULTIPLE AUDIENCE FOR SINGLE-MINDEDNESS

There is a quality of magnetism about vigorous people who pursue their careers with a single-minded dedication. They, their aims and their methods may not be universally approved but they inevitably become the subjects of interest, of arguments and of articles in the public prints.

For instance, there is Senator McCarthy, whose preoccupation with Communists reached a climax last week in a noisy war with the U.S. Army. The question of where he came from and how he got where he is, is the subject of a nine-page picture and text study which begins on page 25. The career and character of a political prodigy from another part of the world, Gamal Nasser of Egypt, is carefully traced (pp. 109-116) by TIME-LIFE Correspondent and Middle East Specialist James Bell.

Quite a different sort of personal dedication distinguishes 64-year-old Thomas Gilcrease. His interest in collecting paintings and objects of American history, many of the best of which we show in color for the first time on pages 72 through 84, derives from his Indian heritage and

his boyhood on the Oklahoma prairie. Passing momentarily from special, individualized pursuits to the general pursuit of slimness, in which roughly 17% of the U.S. population is, or should be, involved, we recommend a look at LIFE's essay on overweight (pp. 120-124). The principal cause of overweight, namely overeating, reminded us of an old print (above) done in 1803 by a glutton-hating successor to the famed caricaturist Hogarth.

Getting back to single-mindedness, there is a good example of it on page 103 in the case of Richard Miller III, a 16-year-old practitioner of magic. Magic of another kind—in the acting of Audrey Hepburn—won this young actress the acclaim of reviewers, including LIFE's, and made her *Ondine* (pp. 60-64) an instant Broadway hit. Miss Hepburn, we are glad to have noted some time back (LIFE, Dec. 7), is a girl who is making good. And for another member of Miss Hepburn's sex, who reached national prominence in a different way, we refer you to "The Bobo Rockefeller Story" which will appear in next week's issue.

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| 28, 29—LT. INT.—WALTER BENNETT, A.P., HARRIS AND EWING—MYRON H. DAVIS, CEN. MYRON H. DAVIS, RT. HARRIS AND EWING—WALTER BENNETT | 44—JOERN GERDTS EXC. BOT. RT. BOB LACKENBACH |
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| | 50—LISA LARSEN—DAN WEINER FOR FORTUNE, W.W.—A.P. |

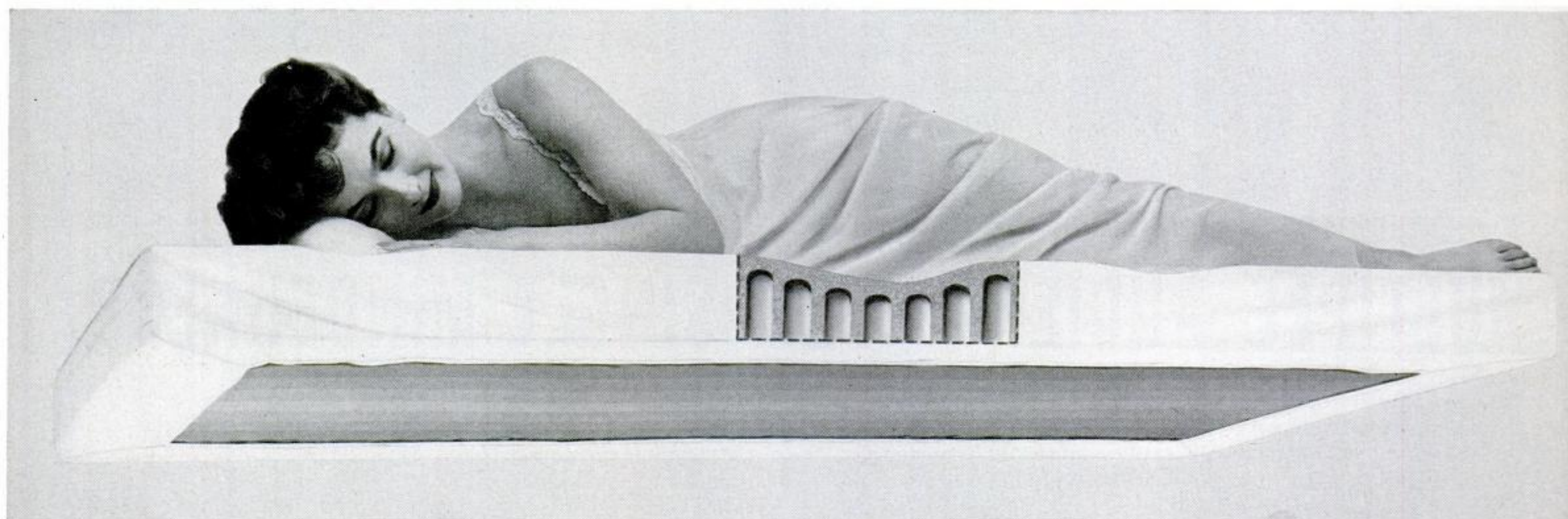
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| 60 THROUGH 64—© PHILIPPE HALSMAN | 110—U.P., INT., AKHBAR EL YOM, HASSAN DIAB |
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| 81—COURTESY THOMAS GILCREASE FOUNDATION | 121—DRAWING BY C. N. JONES JR. |
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NOW... Pacific Contours in a special size to fit foam rubber mattresses!



1 Four boxed corners cap the mattress . . . can't pull off the foam rubber corners as flat sheets so often do.

2 Diagram shows how foam rubber responds to every body move. Extra deep tuck-under holds Pacific Contour firmly under mattress. Sheet can't slip out.

3 Pacific Contours give lasting perfection-fit. Taped corners are the strongest type made. All have woven size labels, handy in the closet.

Thousands of housewives told us that springy foam rubber mattresses especially need stay-put Pacific Contours.

Yes, fan mail did it! Long-time users of Pacific Contours wrote:—"Please, please . . . make your budget-proof sheets to fit our new 4½" foam mattress."

Just see how Pacific delivered.

In luxurious white combed percale, this new Pacific Contour bottom sheet will never pull out or wrinkle on flexible foam rubber. No more daily tucking, no smoothing. Bedmaking is almost automatic.

Regular Pacific Contour TOP* sheet fits foam mattress perfectly. To make comfort complete . . . foam mattress owners can enjoy the extra "Kick-Fold" roominess in the Pacific Contour Top sheet . . . enjoy, too, a completely stay-tucked bed.

You'll also find Pacific Contours to fit all standard mattresses. Colors, too. Sanforized®. And all priced as low as flat sheets.



This is the easy-on corner that has made Pacific Contour sheets the choice of millions. Saves you tedious tucking, stooping, bending.

Saves you laundry work, too. This boxed-corner bottom sheet smooths itself on the mattress—no ironing is needed.

ALL THESE SIZES



Everybody's changing to

**PACIFIC
Contour®
SHEETS**

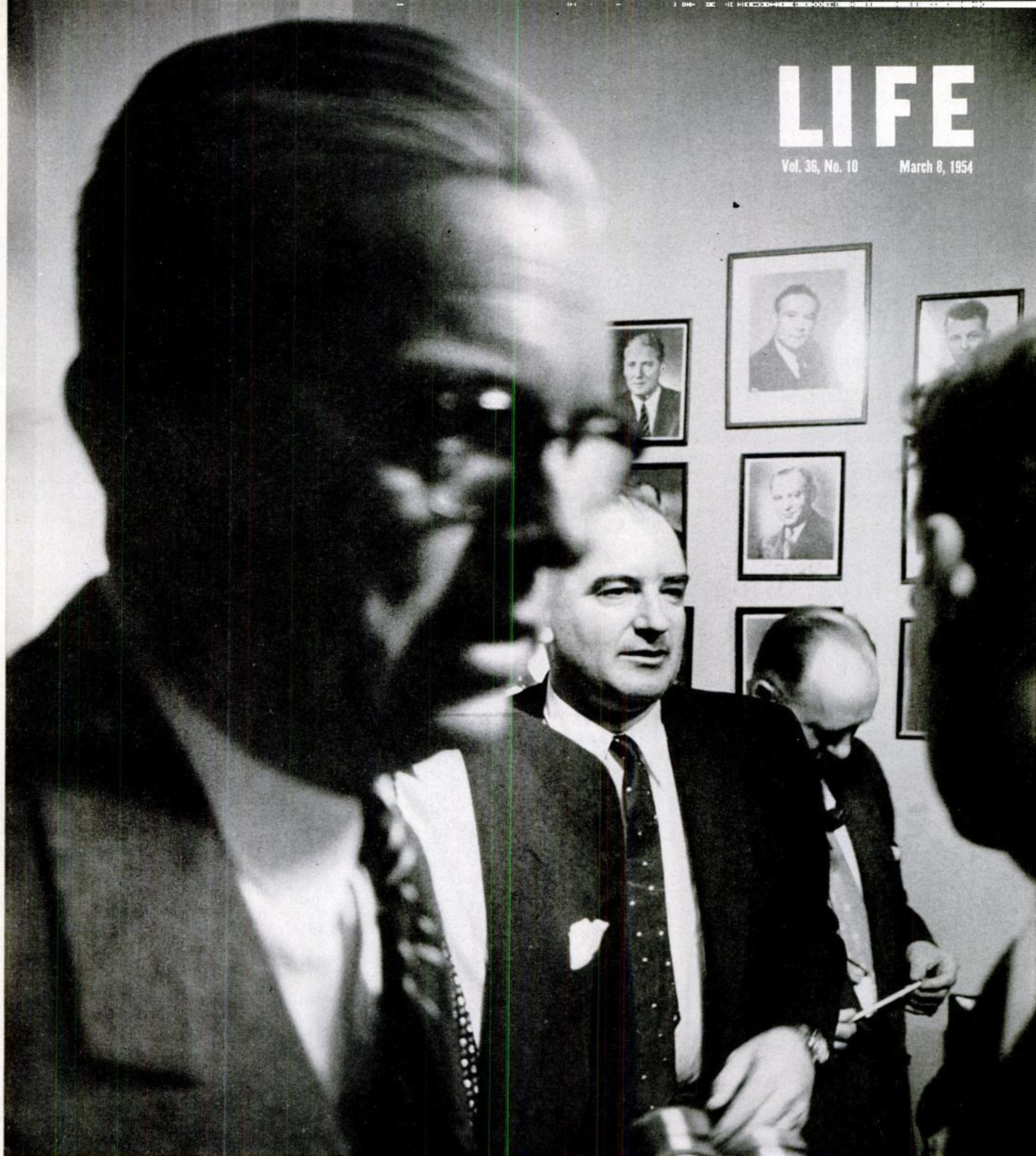
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"Contour" is the registered trademark for Pacific's mattress-fitting sheet.



A Pacific extra—this expansion fold that gives six inches more foot freedom. The favorite of comfort lovers, the Pacific Contour TOP sheet is cheered by bedmakers, too. Held by two boxed corners, the foot never pulls out.

WRITE FOR BOOKLET. PACIFIC MILLS, DEPT. 3L, 1407 BROADWAY, N. Y. 18 • PACIFIC CONTOUR SHEETS • PACIFIC CONTOUR CRIB SHEETS • PILLOW CASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH



LOSER AND WINNER, weary Army Secretary Stevens (*foreground*) and McCarthy turn from each other after memorandum of understanding is read.

A 'MEMORANDUM OF UNDERSTANDING' ABOUT:

McCARTHY AND A BESIEGED ARMY

The startling career of Joseph McCarthy reached a new climax last week in an office in the Capitol. There the 44-year-old senator met and defeated President Eisenhower's Secretary of the Army. The Secretary, Robert Stevens, had come charging in to defend a distinguished combat officer who McCarthy had said "should be removed from any command." These abusive words had been hurled during the investigation of an alleged Communist major's honorable discharge. The Army was furious at the way Brig. General Ralph Zwicker had been maltreated and Stevens had declared that officers involved in the case would not be permitted to testify before McCarthy. He prepared a ringing defense of the general and proclaimed that he himself would have a showdown with the senator.

Instead of a showdown, the Secretary agreed to a conference with McCarthy and his fellow Republican committee members, who wanted to avoid a split in the party. Instead of a ringing defense, Stevens agreed to a "memorandum of understanding" in which he gave McCarthy everything he wanted and got nothing in return, at least in writing.

The man who won this triumph was used to tackling big names and issues. His name had become a subject for violent debate, although only four years ago he was a little-known junior senator. How he rose to his present position, how he kept it in spite of an enormous and vocal opposition and what has happened since he defeated Stevens is the story on the following pages—another kind of memorandum of understanding.

FROM LAW STUDENT TO A POWER OUTSIDE HIS STATE



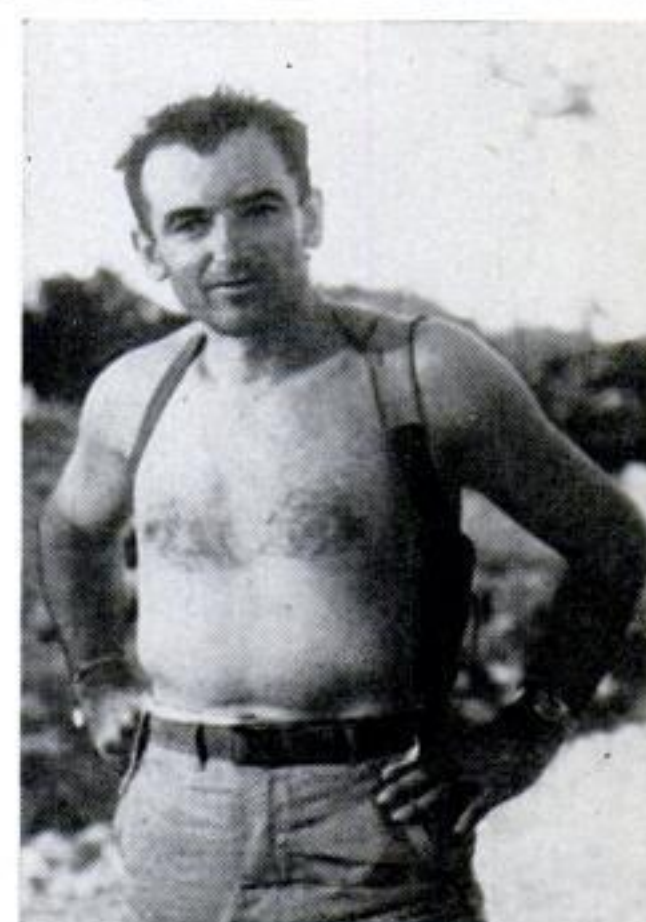
AS BOXER at Marquette, McCarthy was a good fighter, learned that "The moment you draw back and start defending yourself, you're licked."



AS STUDENT in 1935 he is shown before he graduated from Marquette where he studied engineering and law for five years, got average grades.



AS JUDGE McCarthy heard his final case in uniform in 1942 before leaving for Marine base. He had a judicial reputation for quick work.



AS MARINE he served 31 months on active duty, but famous "wound" publicized in campaigns was inflicted in crossing-the-equator initiation.

A QUICK RISE, WIDE CHOICE OF TARGETS

The most controversial Republican of his day began as a Democrat. In 1936, beaten for district attorney of Shawano County, Wis., McCarthy learned the Democratic label was no help to him. He turned Republican and in 1939 was elected circuit judge. Though he was

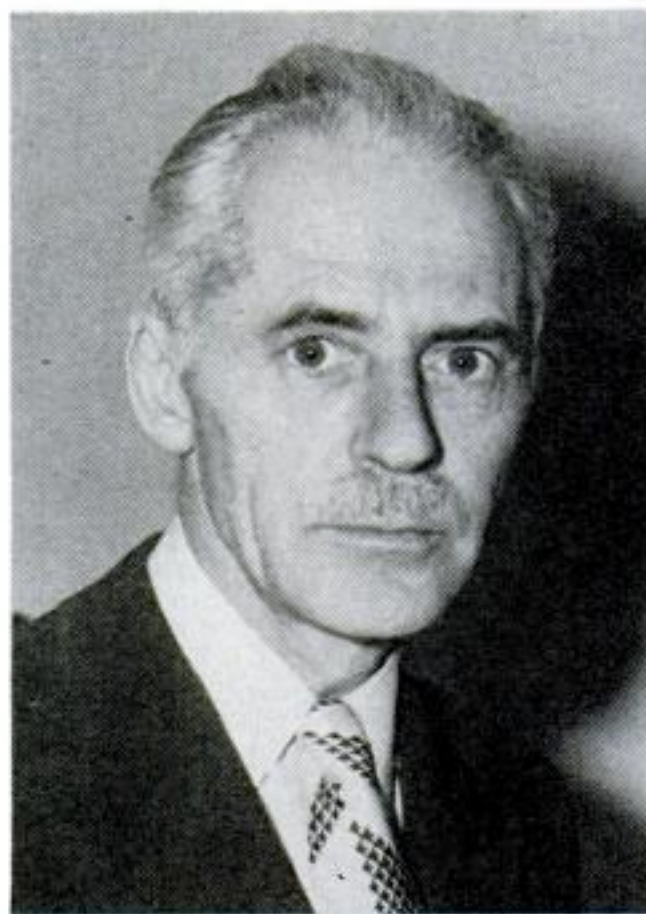
hard-working, the state supreme court charged him in one case with "abuse of judicial power."

Joining the Marines, McCarthy compiled a perfectly good record as an intelligence officer but was not the wounded hero his supporters implied. In 1944 he filed his candidacy in the

THESE ARE MEN McCARTHY 'GOT'



JOHN STEWART SERVICE, Far East diplomat, was fired for "reasonable doubt" of his loyalty. McCarthy said he had "Communist affiliations."



JOHN CARTER VINCENT, foreign minister, was disloyal, said McCarthy. Vincent resigned when Dulles questioned judgment but not loyalty.



THEODORE KAGHAN, Public Affairs officer in Germany, was charged by McCarthy with Communist associations in '30s. He was asked to resign.



EDWARD POSNIAK, a State Department expert, was "airtight case." McCarthy gave no proof. Posniak got loyalty affidavits but finally resigned.

NO TARGET WAS TOO BIG FOR HIM



DEAN ACHESON was McCarthy's pet target in Democratic administration. McCarthy labeled him one of the "Pied Pipers of the Politburo," and said he planned to abandon the Far East to Communism.



GEORGE MARSHALL was attacked by McCarthy in Senate for being associated with a "conspiracy" to weaken the U.S. Nation was shocked but McCarthy published speech as a book, defended it on TV.



CHARLES BOHLEN (right) was nominated as Ambassador to Russia but McCarthy suggested he was a possible security risk. Dulles (left) and Eisenhower won Senate approval of Bohlen's nomination.



AS CANDIDATE against La Follette in 1946 he cashed in on "Tail Gunner Joe" fame and a citation for meritorious service on air missions.



AS RED HUNTER McCarthy was lampooned for his 205 State Department Communists. Later lists named 81, 57, then one—Owen Lattimore.



AS ACCUSER he named Lattimore (left) "top Soviet espionage agent." Charge was not proved, but Lattimore is now under indictment for perjury.



AS AVENGER McCarthy helped to defeat critic, Senator Tydings (Md.). Campaign used composite picture of Tydings, Communist Earl Browder.

primary for Alexander Wiley's Senate seat, but he lost. Two years later he pulled the upset of the year and knocked Bob La Follette Jr. out of the Senate.

During his first three years as senator he accepted \$10,000 for an article on housing for

Lustron Corporation, then financed by U.S. loans, while he was on the Joint Committee on Housing. Then on Feb. 9, 1950, in Wheeling, W.Va., he brandished "a list of 205" State Department Communists. He became identified in the public mind as the scourge of Communism

through some widely publicized cases (*opposite page*), though many promised victims failed to materialize. He has made many accusations since and tangled with the biggest names, but the people he has actually or partially exposed remain only a fraction of those he has attacked.

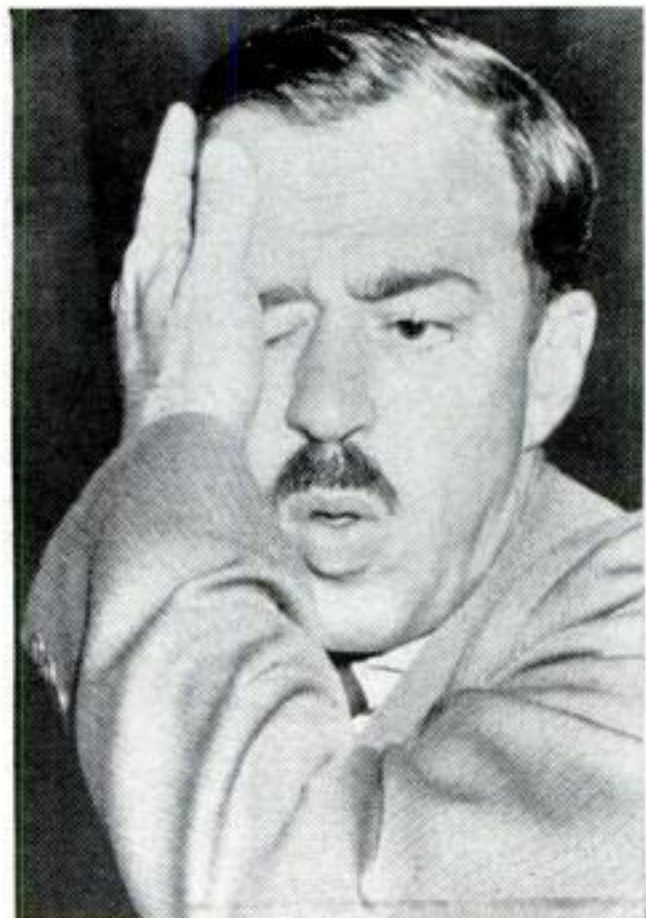
THESE USED THE FIFTH AMENDMENT



DASHIELL HAMMETT, author of *The Maltese Falcon*, was called during cleanup of overseas libraries, refused to say if he was a Communist.



GENE WELTFISH, lecturer at Columbia University, used Fifth Amendment during U.S. library investigation. Columbia did not reappoint her.



FRANK COE, a former secretary of International Monetary Fund, would not say whether or not he had recently been in touch with Communists.



ELEANOR HUTNER, a junior professional assistant at Fort Monmouth years ago, refused to answer McCarthy's specific question on espionage.



HAROLD STASSEN attacked McCarthy for undermining foreign policy by independently negotiating agreements with Greek shipowners in China trade. President and Dulles did not support Stassen.



CLEMENT ATTLEE was "Comrade Attlee" in a 1953 Senate speech by McCarthy, who said the former prime minister compromised with "treason" and worked "toward the expansion of Communism."



ALLEN DULLES, head of Central Intelligence Agency, was accused of "blatant attempt" to thwart McCarthy by withholding a witness. Dulles stood firm, won point that no CIA witness should be called.

PEOPLE WHO WORK FOR HIM



INVESTIGATING STAFF poses with the boss. They are, left to right: Investigator Herbert Hawkins (second from left); McCarthy; Chief Consultant G. David Schine; Chief Counsel Roy Cohn,

and Assistant Counsel Donald Surine. Julius Cahn (left), chief counsel for the Senate Foreign Relations Committee, worked with McCarthy's committee during Voice of America investigation last year.



OLD FRIEND Robert E. Lee, former House investigator, helped McCarthy in early charges. Eisenhower named him to FCC in 1953.



REJECTED FRIEND Charles E. Davis said he was hired by McCarthy to spy on U.S. diplomats in Switzerland. But senator denied it.



FORMER AIDE Joseph B. Matthews lost committee job because he wrote that Communism was widespread in Protestant clergy.

STAFF, FRIENDS AND

During the last two years McCarthy has been attacked almost as often as he has been the attacker. The public has been shown that his methods are frequently reckless, that many of his accusations are irresponsible and that he shifts his ground whenever the ground underfoot becomes shaky. Yet a recent Gallup Poll showed that McCarthy is gaining steadily in popularity, that 50% of the country has a favorable opinion of him as against only 29% unfavorable and 21% with no opinion.

His popular power stems largely from a very real U.S. fear of Communism and a very real U.S. feeling that in the past the threat of Communism has been too lightly regarded. His power within the Republican ranks stems from its leaders' conviction that anti-Communism is a good vote-getting issue, from their unwillingness to split the party and from their respect for his great strength.

Behind these bulwarks—and the sanctuary of the Senate where he is safe from any legal actions—McCarthy can call on other sources of strength. His past and present employees (left), including his eager investigators Roy Cohn and David Schine, keep him steadily supplied with ammunition. He has a powerful group of friends (right). Some, like Colonel Robert McCormick of the *Chicago Tribune*, give him open, sturdy support (though McCormick deserted McCarthy last week in the Zwicker case). Other supporters, like Texas Oilman Haroldson Lafayette Hunt, use their wealth for McCarthy's benefit. Hunt, perhaps the richest man in the entire country, sponsors Facts Forum, an organization whose radio and TV shows have been severely criticized for their close adherence to the McCarthy line.

But McCarthy's future strength lies with the American people, like those in his home town of Appleton, Wis. Appleton has been disturbed by McCarthy's recent attacks on Harvard President Nathan Pusey, formerly head of Appleton's Lawrence College. Pusey was popular in Appleton, but after he had helped sponsor a campaign pamphlet against McCarthy, the senator announced that "Harvard's loss is Wisconsin's gain" and later described

HOW APPLETON SEES HIM TODAY



PARTY LEADERS in Appleton are the executive committee of the Outagamie County Republican party. They are, left to right:

Secretary Francis Sumnicht, Chairman Talbot Peterson, Vice Chairman Richard Mahony Jr. and Vice Chairman Mrs. Clarence Schroeder.



COURT REPORTER when McCarthy was judge, Pat Howlett recalls huge amount of work and traveling around Joe did as judge.



HOME TOWN SUPPORT

Pusey's new university as a "privileged sanctuary for Fifth Amendment Communists."

Last week TIME-LIFE Correspondent Sam Welles made a trip to Appleton to learn how McCarthy's home town felt about him. His report follows:

"This week's big news in Appleton would normally have been the inauguration of Douglas M. Knight to succeed Nathan Pusey at Lawrence. Delegates from 35 other colleges came to the ceremony, but even as they donned their brilliant hoods before the academic procession, they were talking about Joe McCarthy. So was everyone else in town.

"Tom Miller, a retired tavern keeper who recently entertained the McCarthys, said, 'Joe took on the whole Army and he certainly didn't lose.' A spry old Republican ex-postmaster, Fred Wettengel, was 'disgusted' because McCarthy 'gets more publicity than all the men who died to preserve our freedom.'

"Appleton Republicans who do not support McCarthy have little influence. Mrs. Clarence Schroeder, vice chairman of the county Republican Executive Committee, praised McCarthy's methods as 'fully justified—after all he's exposing traitors.' Joseph Sensenbrunner, another active member of the committee, said firmly, 'Joe represents the best method to date of handling the Communist problem.'

"But after McCarthy attacked Nathan Pusey, Charles Seaborne, executive vice president of the Thilmany Pulp and Paper Co. and once a fervent McCarthy supporter, broke with him. 'I couldn't believe that Joe could be so far off base until I had a personal experience. The feeling around here is that if he is that wrong on Pusey, in his own home town, he can be wrong on other things.' John Riedl, the managing editor of the Appleton *Post-Crescent*, said, 'Joe lost many of his biggest Appleton backers by his unjust and uncalled-for cracks at Pusey. Joe was hurt by this.'

"But a strong home town opponent of McCarthy who, significantly, asked that his name be withheld, this week reluctantly admitted, 'If Appleton were all McCarthy needed to get elected, he'd have nothing to worry about.'"

FRIENDS WHO BACK HIM



NEW CADILLAC was presented to the newlywed McCarthys last October by Eugene M. Biggers of Texas. The car was bought with small donations from McCarthy admirers, mostly Texans. Because

the senator has become good friends with wealthy Texas oilmen, Democrats have charged that car was given to McCarthy in return for political influence. But McCarthy says it was just a wedding present.



WISCONSIN LEADER Thomas Coleman, Taft manager at the 1952 Republican convention, is McCarthy's most potent local supporter.



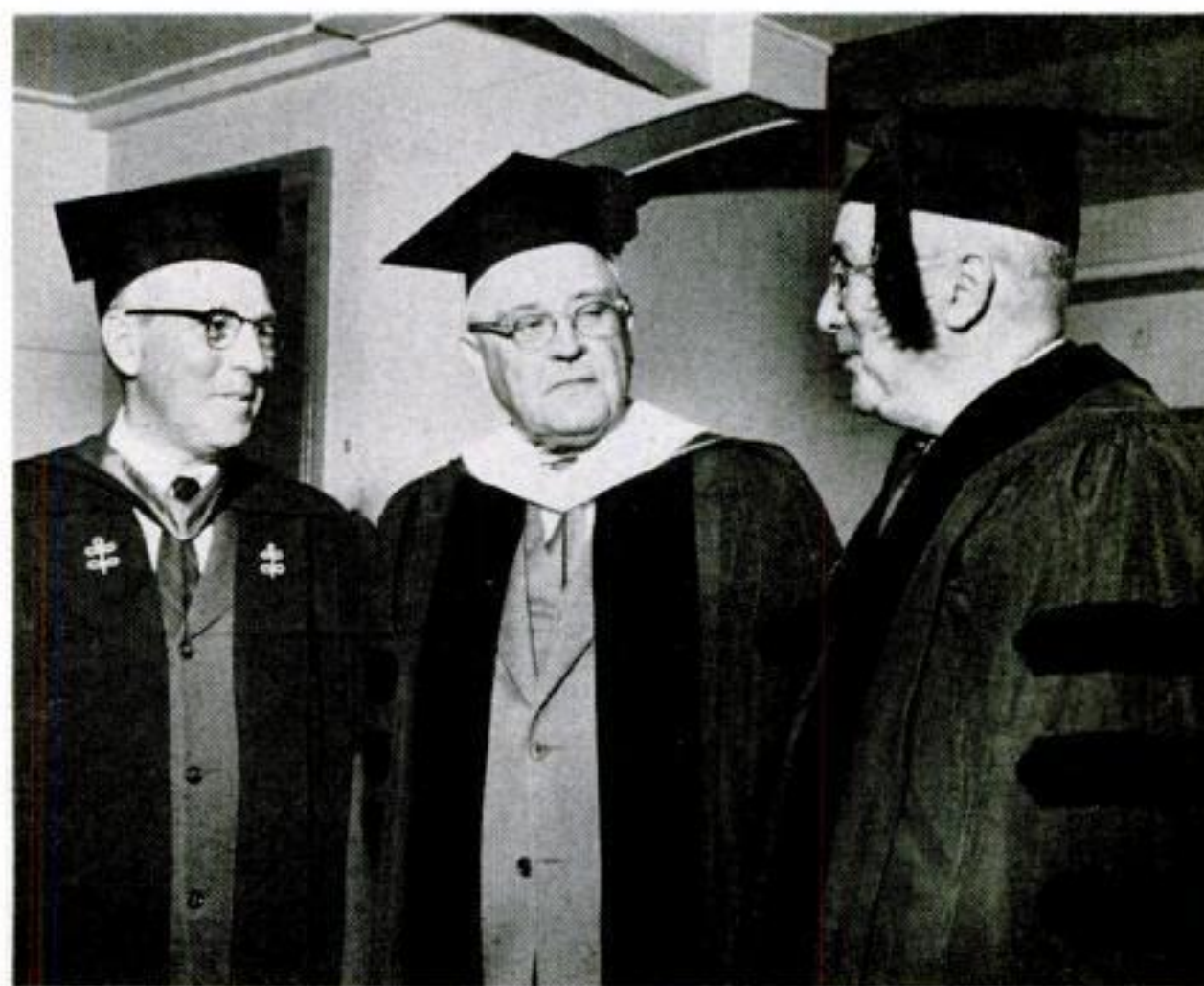
OILMAN H. L. Hunt of Texas, one of General MacArthur's chief backers for presidential nomination in 1952, is very partial to McCarthy.



CHICAGO PUBLISHER Robert R. McCormick regularly supports McCarthy in the columns and editorial pages of *Chicago Tribune*.



NEW PRESIDENT of Lawrence College, 32-year-old Douglas M. Knight, remarks, "I'm staying out of politics. I have a job to learn."



TRUSTEES of Lawrence College who are critical of Senator McCarthy are William Buchanan, George Banta and Elmer H. Jennings. Says

Buchanan, "Now that McCarthy's beaten the Army, I suppose he'll take on the Navy." Jennings says he dislikes McCarthy's methods.

THE MONMOUTH CASE AND WHAT IT PROVED

The technique of a McCarthy attack is clearly seen in the "espionage" case at the Fort Monmouth, N.J. Army Signal Corps laboratories. The Army and McCarthy had been quietly investigating Monmouth security when a paper broke the news that two top scientists had been suspended. Hastening to get into the act publicly, McCarthy cut short his honeymoon and began a series of closed hearings for which the only source of public information were his reports to the press. He said a Monmouth scientist had tried to send a technical article to a Czech professor. He said an eminent German scientist had seen Russians with microfilm copies of Monmouth documents. He said the case had all the earmarks of "espionage."

The *New York Times* and *Washington Post*, which covered the case carefully, reported the scientist had checked his superior about sending the article which was already available behind the Iron Curtain, and the "eminent" scientist was a young man whose story had been found unsatisfactory by Army Intelligence months before McCarthy mentioned him. Altogether 19 workers were suspended pending further checks, and some have been cleared and restored to jobs.

Army Secretary Stevens, while praising the "teamwork" between the Army and the McCarthy investigating committee (*below*) said, "We have been unable to find anything relating to espionage." The Monmouth case seems to have produced two things: serious demoralization of skilled laboratory personnel, and a threat from McCarthy to conduct future hearings.



INSPECTING MONMOUTH, McCarthy poses with the fort's commandant, Major General Kirke D. Lawton (*left*), New Jersey Senator Smith (*second from left*) and Stevens (*next to McCarthy*).



PRIVATE AS A V.I.P.; MAJOR AS HEADACHE

During his Fort Monmouth investigation McCarthy had the zealous assistance of his aide, G. David Schine, who was drafted shortly thereafter in November. This may have had nothing to do with McCarthy's continuing scrutiny of the Army, but it didn't make the Army's feeling toward the senator any more cordial. Schine, who is 26 and wealthy, had his active duty delayed at McCarthy's insistence: McCarthy tried unsuccessfully to get Schine a commission or to get him stationed in New York. But whether the senator knew it or not, his influence appears to have been very helpful to Private Schine.

Last week the Army was completing an investigation of Schine's unusual sojourn at Fort Dix, N.J. Information gathered from Army personnel indicated that there had been a flood of requests for privileges for Schine, mostly from Roy Cohn, McCarthy's head investigator. Even before Schine got to Dix the word had reached there that he was "hot." During his eight weeks with K Co., 47th Infantry Regiment, he never pulled guard duty. His squad leader frequently made his bed for him and cleaned his section of the barracks.

Schine did KP once when, for some unforeseeable reason, his name appeared on the duty roster. A squad leader who picked him for a work detail apologized: "Gee, the light was bad, Schine. I didn't know it was you." Schine only attended one "GI party" (weekly barracks scrubbing) and for that he put on a pair of rubber gloves. (Private Schine often rubbed his hands with lotion before going out in the morning). Although the rest of his company got no passes until the end of their fourth week of training, Schine got off every weekend, leaving in a chauffeur-driven Cadillac.

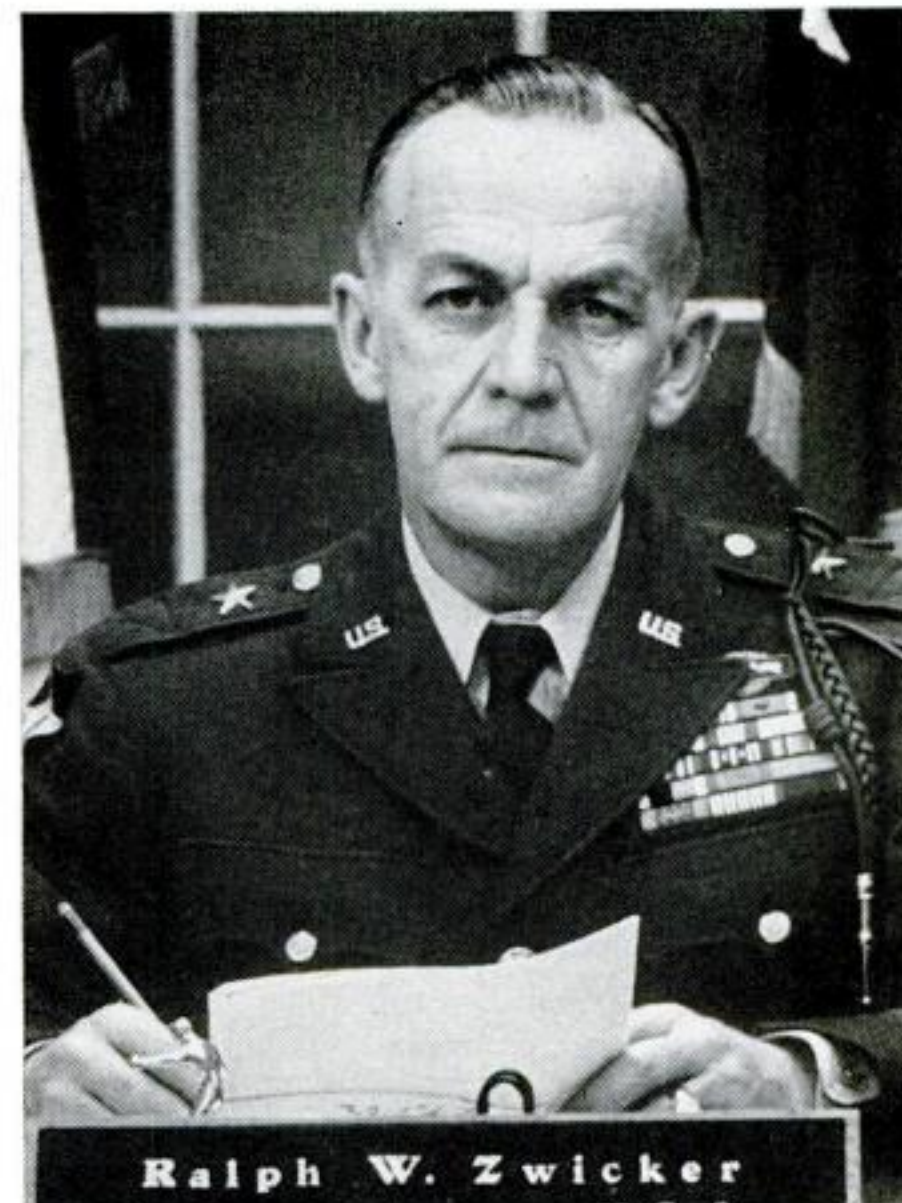
No one knew just what Schine did during his time off. "Government business," he explained. "I've got two jobs. I train with the Army during the day and I continue my work on the committee during the night." Other GIs wondered what government business could be transacted in New York after 8:30 p.m. and on weekends—or in the Stork Club. Fellow GIs gave Schine credit for being conscientious about the actual training, missing not more than 20% of it although he was frequently called in from the field to answer mysterious long-distance phone calls.

In January, Private Schine completed his basic training and left, by Cadillac, for new assignment at the Provost Marshal General's School at Camp Gordon, Ga., where he is taking special training to become an MP (left), with no special privileges.

If Army faces were slightly red over the pains that had been taken to make Private Schine's hard lot a little easier, they really burned over what happened next. McCarthy demanded that Brig. General Ralph W. Zwicker, commandant at Camp Kilmer, explain why the Army had promoted and then honorably discharged Major Irving Peress, a dentist, even after he had failed to sign a required loyalty affidavit. The case for the Army in general was not too good. But Zwicker's orders were not to reveal any security details whatsoever. For obeying orders he received Senator McCarthy's abuse and brought on the whole Stevens crisis.



MAJOR PERESS was discharged honorably on Feb. 5 though he had pleaded Fifth Amendment before McCarthy on Jan. 30. Army later explained a dishonorable discharge would have taken months.



GENERAL ZWICKER, shown above in office at Kilmer, complained to Secretary Stevens when McCarthy implied that he was "not fit to wear the uniform" for giving Peress an honorable discharge.



OPEN HEARING was held after McCarthy said he had new evidence on the Army. At table (left

to right) are Potter, Mundt, McCarthy, McClellan and Jackson. Dirksen and Symington were away.



NEW INFORMANT, Mrs. Mary Markward, said she had been FBI agent in Communist circles and that a woman she knew as a Communist was still employed by Army in work involving secret codes.



NEWLY ACCUSED, Mrs. Annie Lee Moss appeared at hearing saying she was sick. McCarthy did not ask her to testify. The Army denied she did work involving security but has suspended her.



HAND AND EAR of Senator McCarthy are aimed in opposite directions at the close of critical conference with Stevens. He listens to Senator Dirksen while his hand rests lightly on Stevens' shoulder.



HAPPY WIFE of McCarthy, in hospital with a broken ankle from auto accident, looks at picture of husband and Stevens taken after conference. Big Stevens grin came after demands by photographers.



COUNTER STATEMENT was read by Stevens at the White House after it became obvious that the nation thought he had surrendered to McCarthy. Acting Secretary of Defense Roger Kyes stands by.

McCarthy CONTINUED

THE AROUSED PARTY IN A NEW APPROACH

The Stevens-McCarthy crisis landed square on President Eisenhower's desk. In an effort to save Stevens' face after the disastrous "surrender" lunch, Administration leaders drafted a second statement supplementing the memorandum of understanding, but McCarthy and his committee refused to sign it. A mild version was rejected by the White House.

Stevens, who originally thought that he had come off very well with the memorandum, then issued a statement of his own. Largely reworded by Vice President Nixon and strengthened by the President himself, it said that Stevens had received "assurances" that there would be no abuse of Army personnel in committee hearings. Although Stevens' words had the "100%" endorsement of the President, McCarthy boldly called them "completely false."

On Friday morning with the President's firm approval the Republican Policy Committee, aroused by the bitter quarrel, took steps to control McCarthy. Senator Homer Ferguson will lead a study to revise rules for investigations, almost certainly including restrictions on one-man hearings and use of subpoenas.

Efforts have been made in the past to control McCarthy, but he has always fought his way out. These rules may curb his powers but will not silence him. Dismissing the Policy Committee, he said, "Witnesses in the future will have the same consideration as in the past."

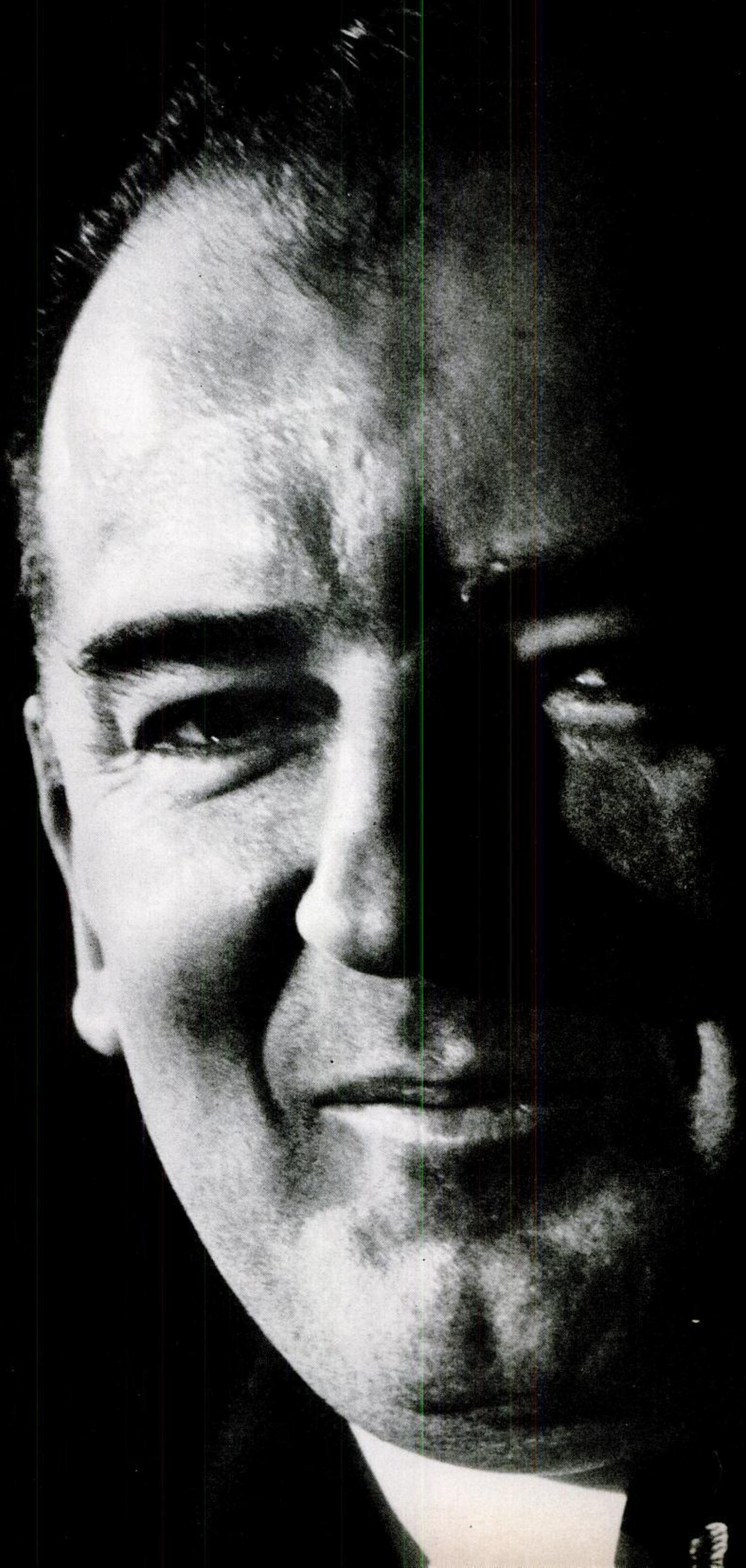


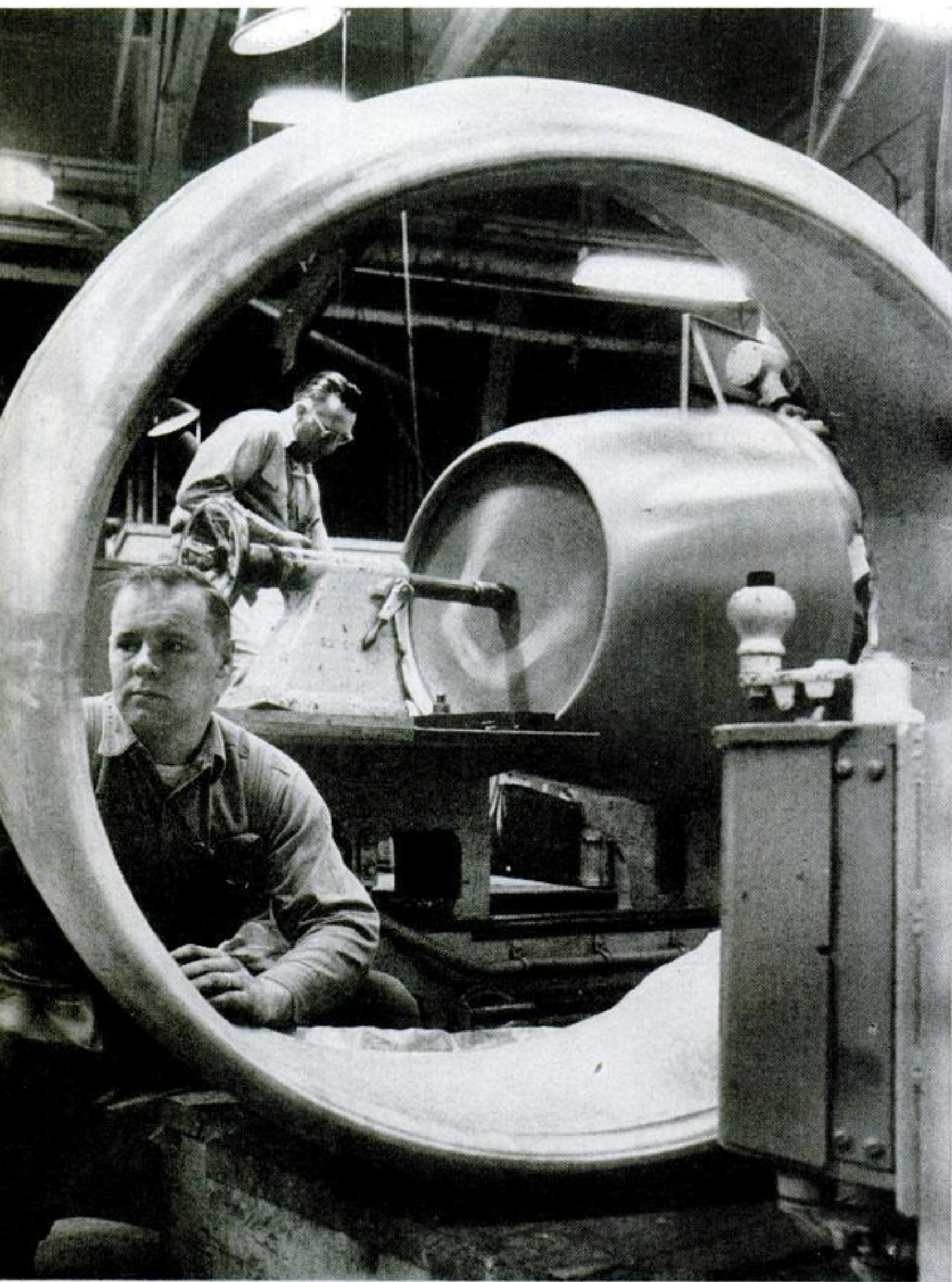
GRIM PRESIDENT returns from vacation shortly before Stevens met with McCarthy. White House staff tried hard to keep Eisenhower out of fight directly, but as fight grew this became impossible.



BASKING IN FLASHBULBS, McCarthy strikes back after Stevens statement. At conference covered by 50 reporters he promised to pursue investigations "even if it embarrasses my own party."

WITH ENIGMATIC LOOK the senator from Wisconsin presides over Permanent Investigations Subcommittee, hearing still another witness as the inquiry into the Department of the Army continues.





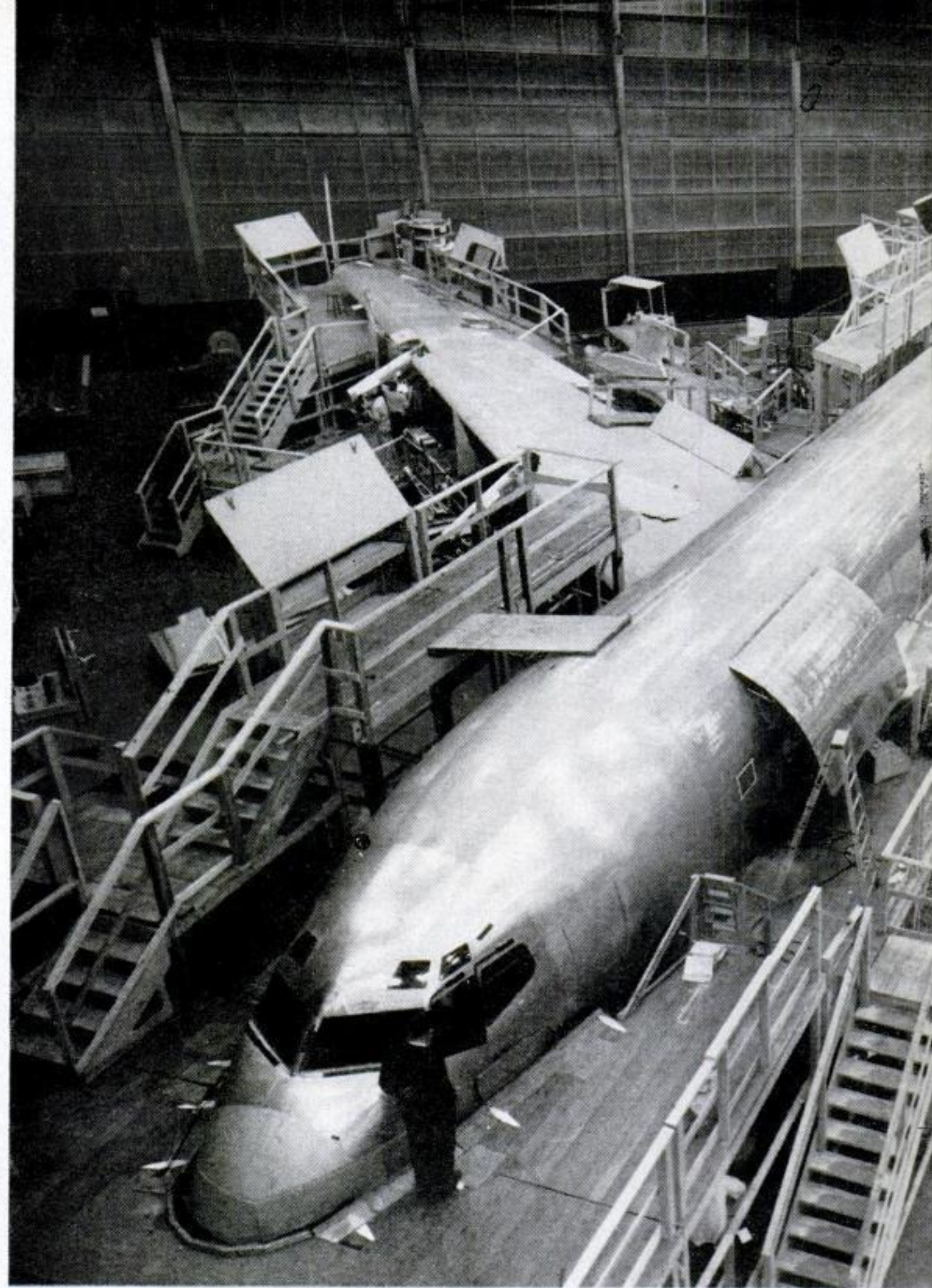
HANDMADE NOSE COWLING FOR 707'S ENGINE IS FINISHED BY MACHINIST

U.S. JET TRANSPORT IS UNWRAPPED

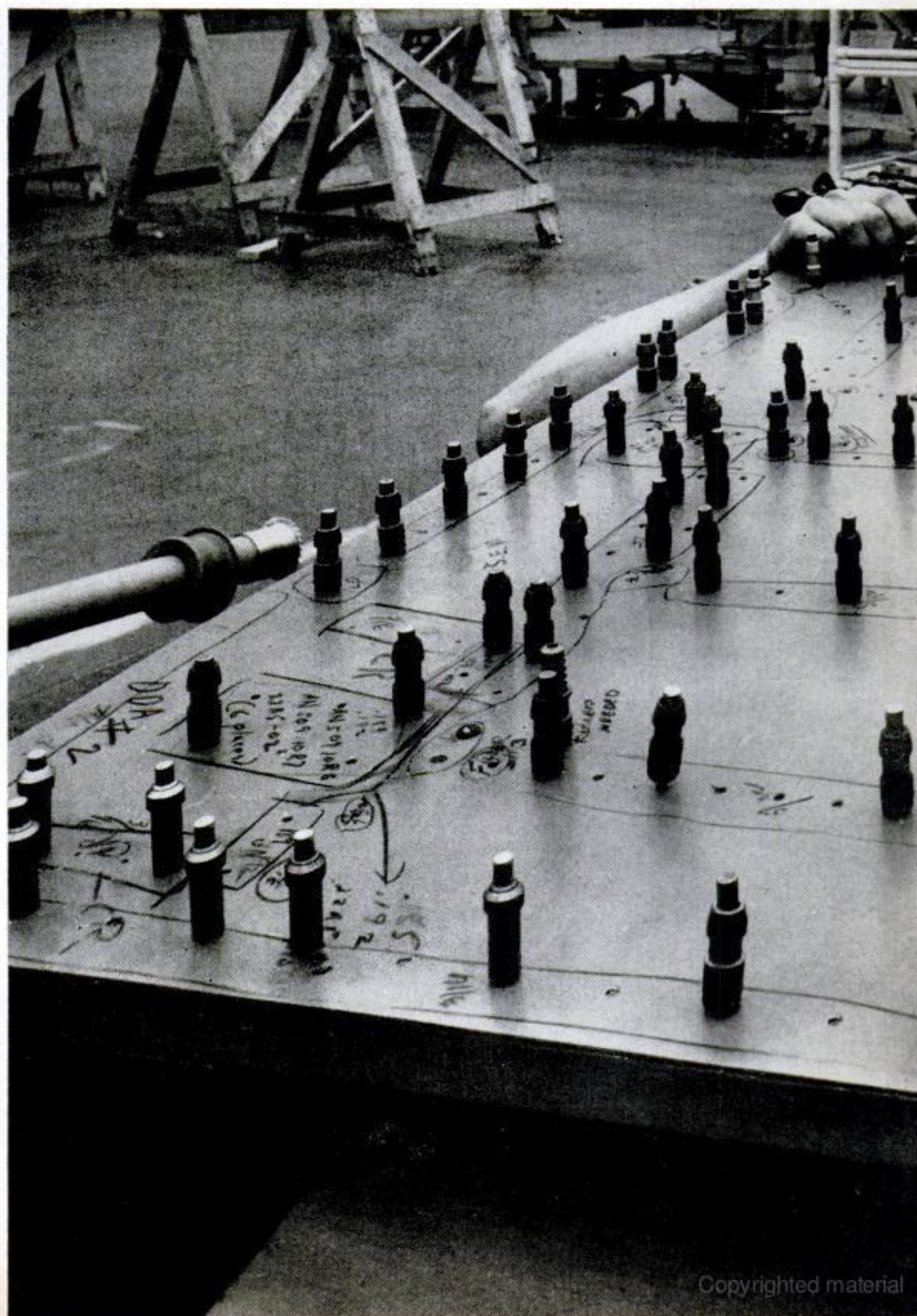
Boeing 707 prepares for race with British Comet

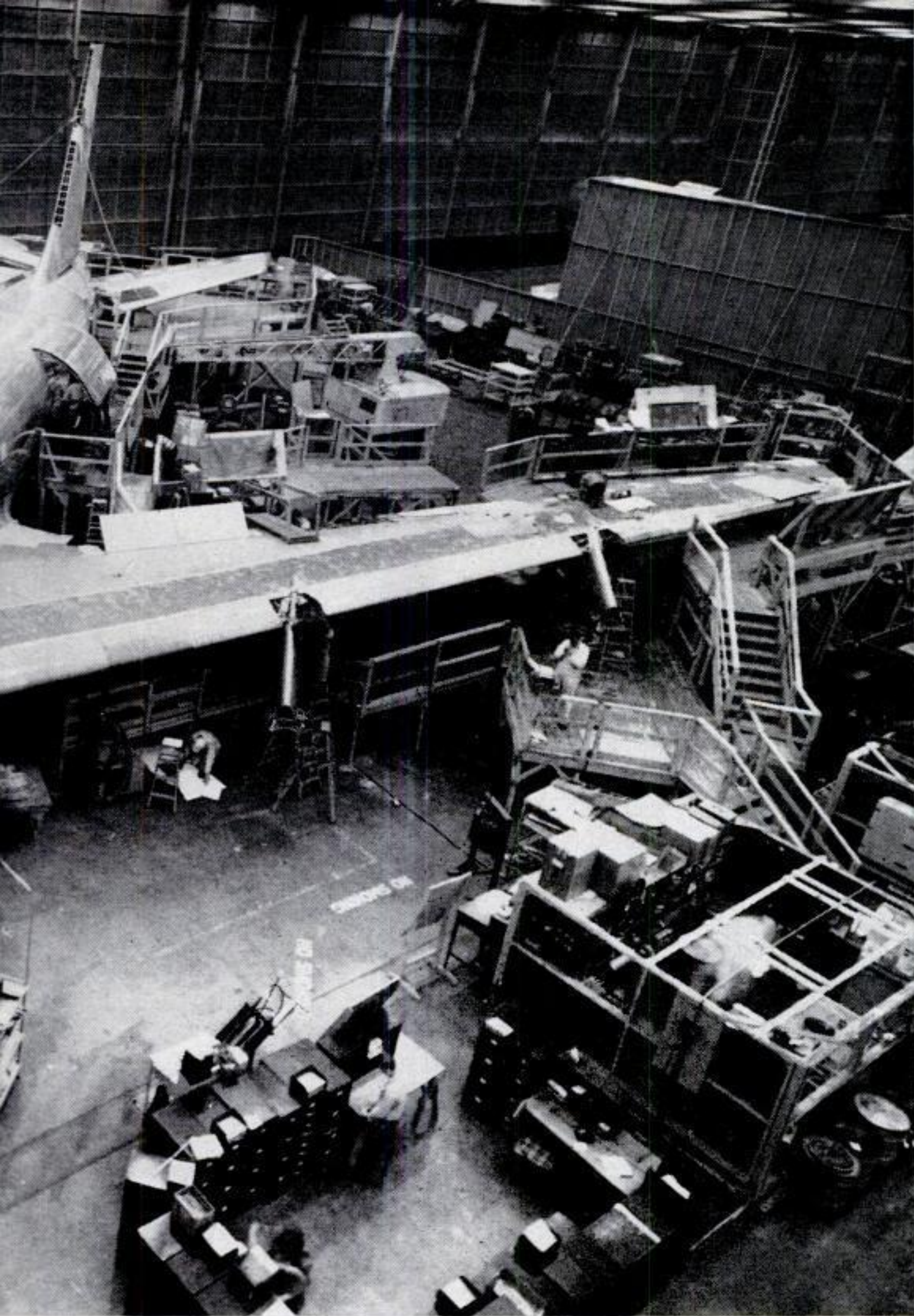
A door through a rigorously guarded 30-foot wall swung wide this week and the U.S. got its first look at its first jet transport, which gleamed proudly and almost completed in her scaffolding in a Renton, Wash. plant. Planned for a decade and started two years ago, the Boeing 707 marks the U.S.'s long-awaited entry into a field heretofore dominated by the British Comet. She will fly for the first time this summer, although interested airlines will not start getting delivery until 1957.

The swept-wing 707 was produced from the largest private investment—\$20 million—ever thrown into one plane. Unlike the Comet, which was backed by the British government, the 707 is Boeing's own gamble, built by company money. A derivative of Boeing's military B-52, she is designed for use both as a civilian airliner and military transport or tanker. As an airliner she will cruise at 550 mph, carry 80 to 130 passengers, weigh 190,000 pounds loaded, cost \$4 million. This compares with the 500 mph speed, 58-76 passengers, 145,000 pounds weight and \$2.2 million cost of the new Comet III, due to be ready the same time. In the coming international battle for jet transport supremacy Boeing believes the big 707 will prove the first able to haul a payload nonstop against the strong head winds between London and New York—and in a neat seven hours.

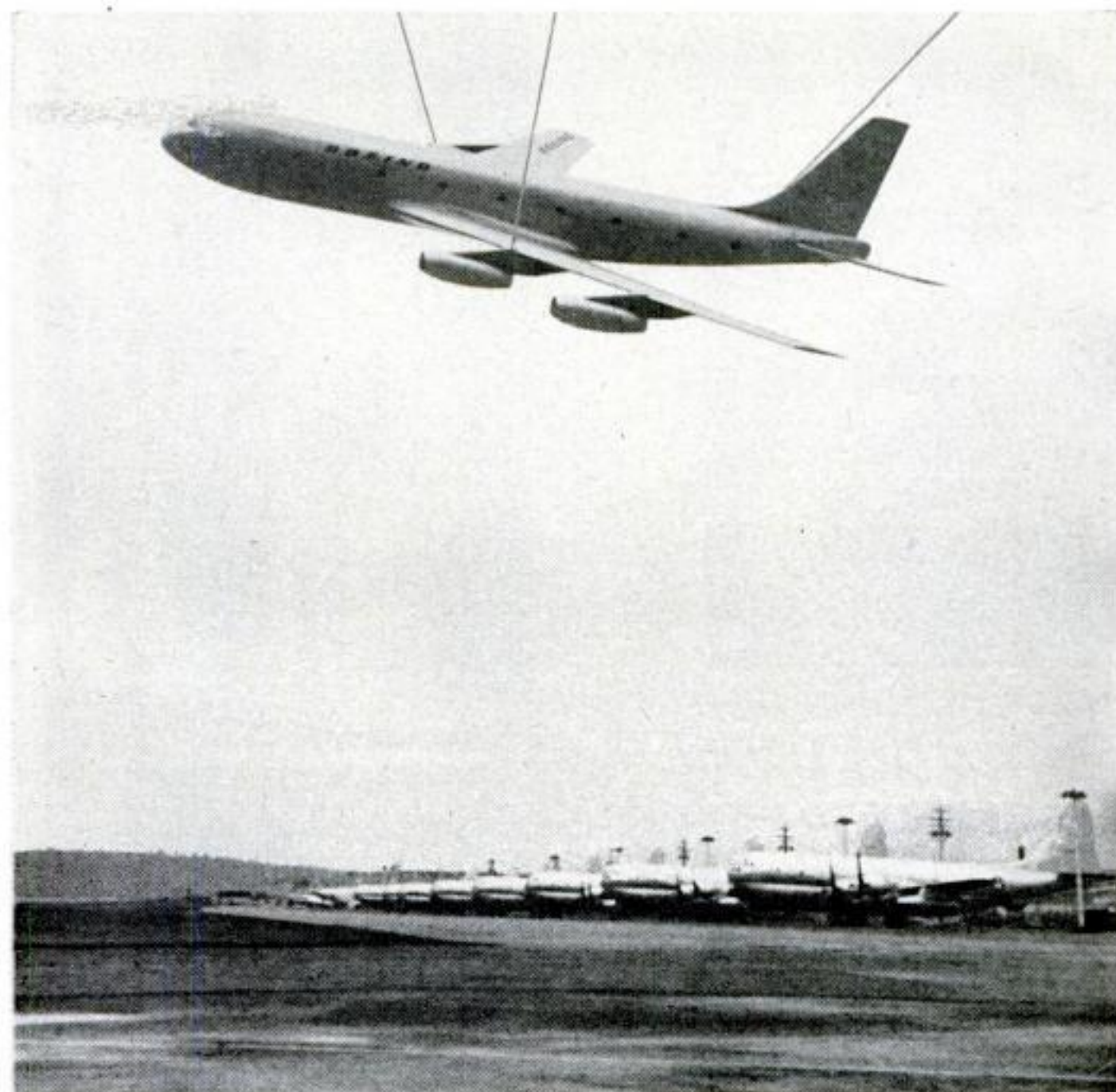
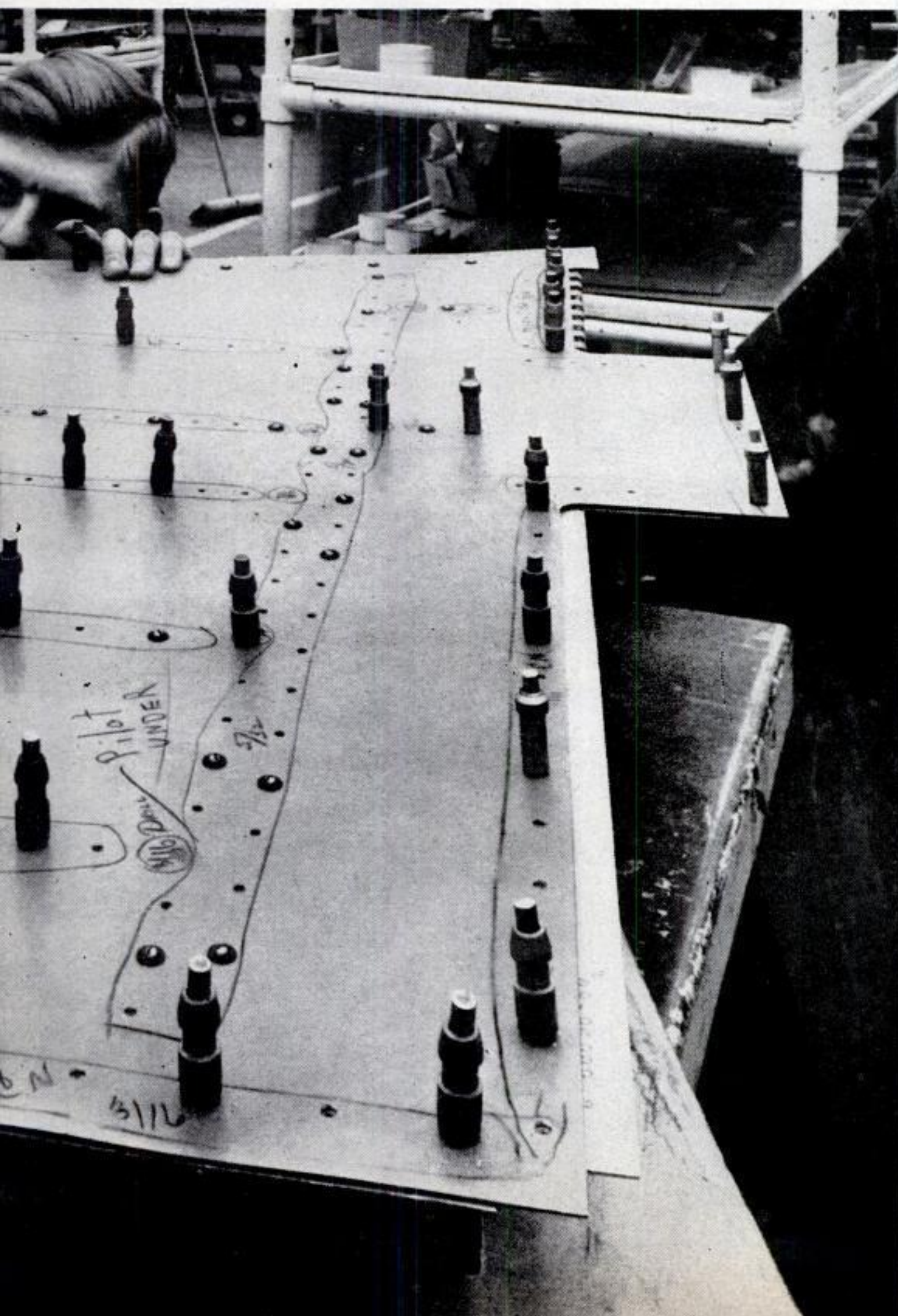


THE BOEING 707 (above) sits on jacks in the Boeing plant, flanked by files of data and test equipment. Like all prototypes she is almost entirely handmade.





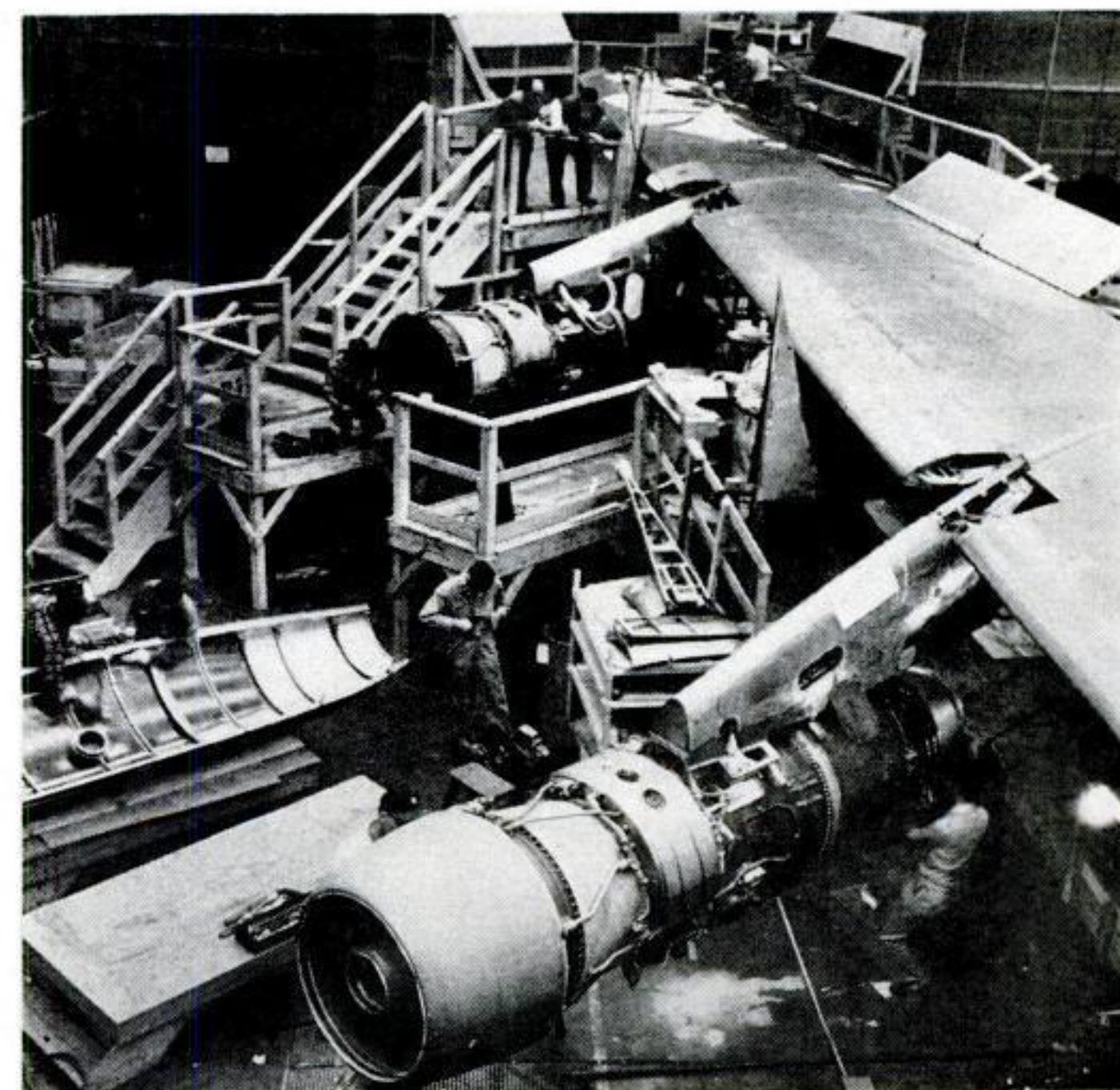
PRECISION WORK required that after a hole was drilled in the landing gear door, a fastener be put in, then aligned with others before next hole was started.



SUSPENDED MODEL, hanging from poles, shows how the 707 will look when she takes to the air. In background are KC-97 military Stratofreighters.



TECHNICAL CHIEF Schairer (*right*) explains 707 details to Sales Heads Gordon and Bell who have to persuade U.S. airlines jet is commercially feasible.



MOST POWERFUL ENGINES in production, the Pratt and Whitney J-57s, go into the 707. The transport has four J-57s, each with a 10,000-pound thrust.



HIS ARMS are covered with waxed cardboard to make coat sleeves stiff.



HER SKIRT is lined with lead hoops so it will not billow during ceremony.

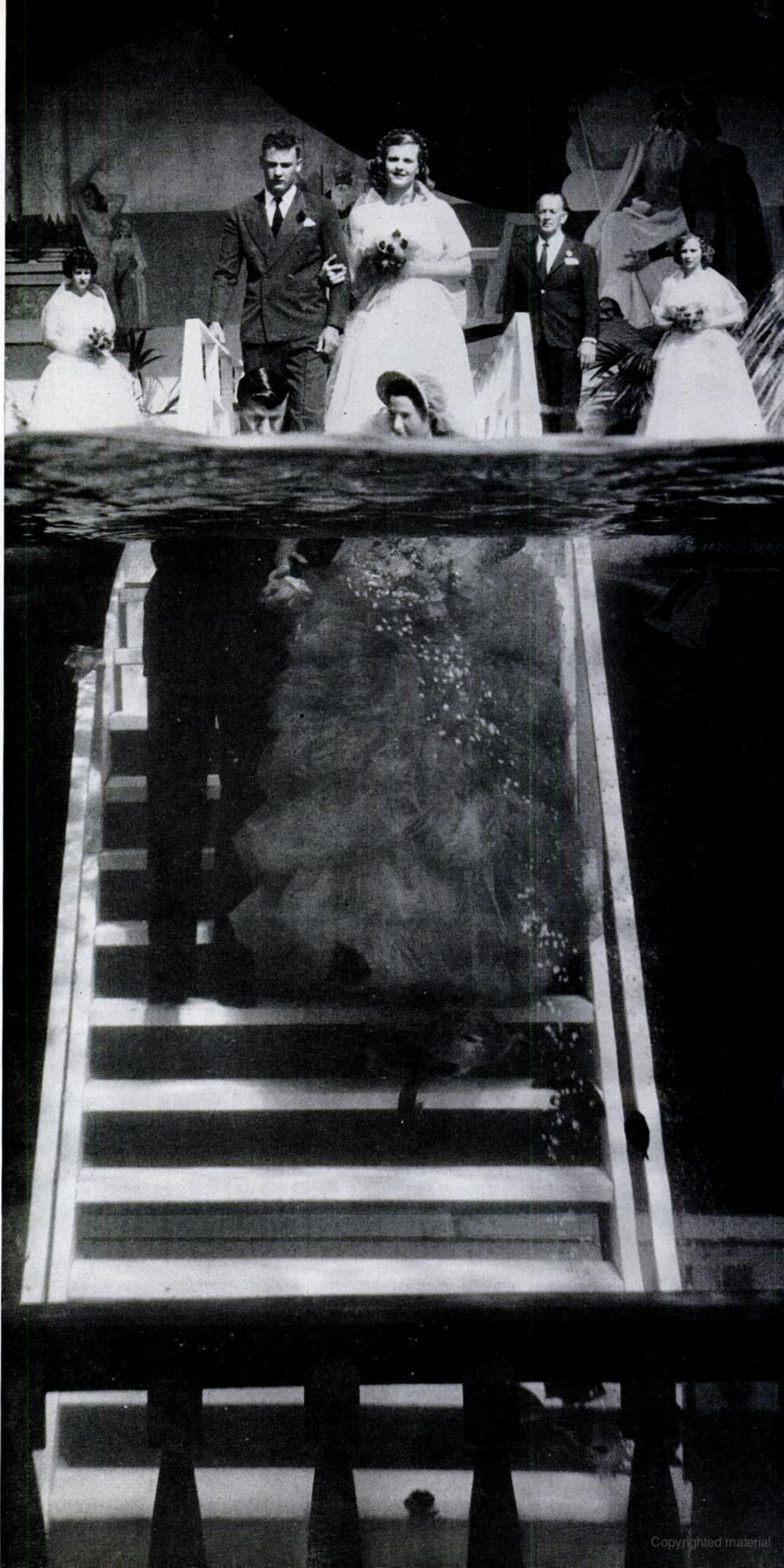


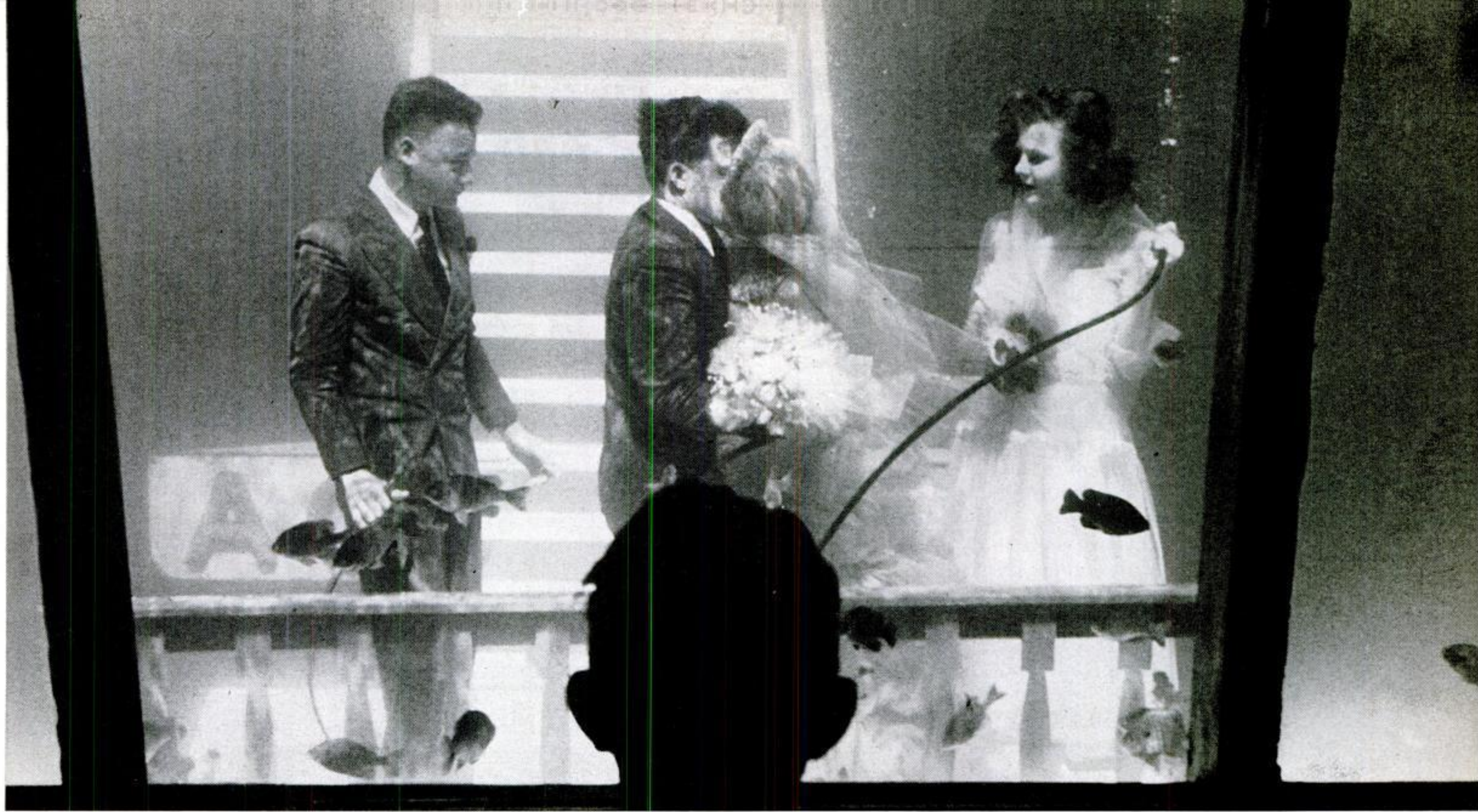
HER KNEE is weighted with metal to help her kneel easily underwater.



HIS SHOES, weighing 12 pounds, have lead in bottom to steady him.

ALTAR BOUND, Bob and Mary Beth → steer wedding attendants toward fish.





THE REVEREND CURTUS ELLISON, A BAPTIST MINISTER, STANDS DRY IN WATERTIGHT TANK (FOREGROUND) AS COUPLE REHEARSE KISS BEFORE ATTENDANTS

POOLING THEIR FUTURE

It was inevitable—diver and aquamaid prepare for a wet wedding

Everybody seems to be going underwater—scientists to explore new depths, sportsmen to fish with spears, movie companies to make films (LIFE, Feb. 22). And since there have been horseback, flagpole and airplane weddings, the scenes shown here were inevitable. Diving Clown Bob Smith and Aquamaid Mary Beth Sanger decided to get married on

the spot where they first met, eight feet underwater in a big aquashow tank at San Marcos, Texas. Wearing lead weights in their suits and gowns and gulping air through long tubes, the couple submerged with their attendants to rehearse for a March 7 wedding. They bubbled their "I do's," practiced a damp kiss—and then emerged for the traditional dry rice.



AUDIENCE looks through the window of a watertight compartment which is submerged in the pool.



GULPING AIR through tubes which lead to the surface, couple take time out to replenish lungs.



COMING UP after underwater wedding rehearsal, → Bob and Mary Beth are greeted by a shower of rice.



WARMING UP, Mary Beth sits wrapped in blanket. She found the water chilly during rehearsal.

DRIVERS SHOULD BE MADE RESPONSIBLE

There is a fight going on in New York which affects every motorist in the country. Governor Thomas E. Dewey has asked for and endorsed a bill compelling every car owner to produce an insurance policy or other proof of financial responsibility before he buys his license plates. Only Massachusetts makes such insurance compulsory now although some 43 other states require that, in the event of an accident, drivers show ability to pay damages or lose their licenses. The trouble with most of these laws, including the present New York law, is that they take effect after an accident—which often means after an innocent party has been left holding the bag.

If New York goes a step further and makes insurance compulsory, other states are likely to do so too. The debate in the New York legislature is no private fight.

It is a bitter one, however. Last year, when the governor first advocated the law, insurance companies, agents and lawyers fought it to a standstill. This year Mr. Dewey has mobilized behind the law the Republican majority. But the companies are opposing the bill just as staunchly, carrying their case from the legislative chambers to the public in the advertising columns of the New York newspapers.

The opposition case against compulsory insurance is not lightly to be discounted. Primarily it is that when insurance is made compulsory the insurance business may become a cat's-paw of politics. The experience of Massachusetts in part bears out this argument. There insurance rates have usually been set by political fiat. And in the last four years, say the insurance companies, the amount of money set aside to pay claims has fallen short of the claims themselves by \$25 million. Naturally the companies do not like to be caught in this kind of squeeze. They fear that what happened in Massachusetts will happen in every other state.

But even though opposed to compulsory insurance, the companies do recognize the community has a problem in the uninsured driver. In New York state, where 96% of all drivers are now covered by insurance, the 4% who are not annually manage to kill 100 people, injure 1,000 more and do more than \$7.5 million in property and bodily damage. The insurance men would solve the problem by raising all rates by 2%. Such an assessment on three million drivers would provide a sum amounting to about \$6 million a year, considerably more than the the 4% who are now uninsured would pay in premiums. The money so collected would be used by the companies as a pool to pay off damages that are inflicted by irresponsible drivers. This is hardly equitable, for it penalizes the already responsible and lets the irresponsible motorist evade his responsibility. Nor is it likely to be very popular with those who would be forced to ante up.

At the other extreme from those uncompromising free enterprisers who oppose all compulsion in insurance are some who would make over the automobile insurance laws along the lines of workmen's compensation. They would have the state set up a fund raised by assessment on all motorists which would provide limited compensation for damage or injury. Not only would this eliminate a driver's last vestige of individual responsibility but it would go a big step further and put the state directly in the automobile insurance business.

Every one of these plans is open to objection, but meanwhile it is obvious that the automobile is far too lethal a weapon to be driven by those who will not assume reasonable responsibility for injury to life, limb and property. Forcing the owner of an automobile to take out insurance will not make him more careful or cautious, but it does require him to assume that responsibility. What is good for the responsible motor car owner seems to us equally good for all others.

STATESMEN SHOULD NOT WEAR BLINKERS


There is no nobler human purpose than to "make for peace and help a gentler breeze to blow upon this weary earth." Seldom has a noble purpose been expressed more eloquently than in these words of Sir Winston Churchill. Although no one should know better than Sir Winston that great aims are seldom attained by diplomatic nostrums, he seems obsessed these days with one particular panacea. It is the idea that a personal meeting of the great chiefs of state offers a short cut to peace. He suggested it in his House of Commons speech last May and he has since advocated it in talks with Secretary Dulles and President Eisenhower; at one time he was eager to make a personal pilgrimage to Moscow. Last week in the House of Commons he raised the point again with these words, "I still think this meeting [of the Heads of State] should not be ruled out."

Nobody is ruling it out. But talking about it at this time seems pointless and strangely unlike a wise old man. Sir Winston recalls, with what seems like wistfulness, the personal diplomacy of World War II and its apparent effectiveness. But he seems to ignore the bitter disillusionment of broken promises which grew out of that diplomacy, notably in Poland and the Balkans, and which he himself set down with eloquence in Volume VI of his memoirs.

Sir Winston also remembers with pain the venomous attacks against him during the 1951 campaign, when mean men of the British Left tried—disgracefully—to smear him

as a warmonger. All of us can applaud the ambition of a statesman, honored by all free men, to end his career as the peacemaker in what Sir Winston has called "this terrible 20th Century." But we also suggest that the Mr. Churchill who thundered against appeasement in the Tory wilderness of the '30s might have been highly critical of today's Sir Winston. As a footnote to Berlin his speech was a *non sequitur*, because only one day earlier Mr. Eden had told the House of Commons that the points of view in Berlin "could not have been more widely divergent. There was no possibility of a successful negotiation to bridge them." Sir Winston clouded an issue which his foreign secretary stated plainly.

Even the applause that greeted Sir Winston last week sounded strange. The loudest came from those Laborites who oppose their own party's stated policy on German rearmament. A Churchill speech which encourages Bevanites who seek the nonexistent easy way out is, per se, an unhelpful Churchill speech. In proposing more liberal policies on East-West trade in nonstrategic goods, the prime minister was on more defensible ground. But neither a Churchill-Malenkov meeting nor a \$170 million-a-year British trade with the Soviet bloc is a substitute in diplomacy for what Abraham Lincoln called "firmness in the right." Or as the London *Economist* has said, "To persist in thinking . . . that there is a short cut to agreement, is to look at Soviet policy in blinkers." Blinkers do not look well on Sir Winston.




HERE WE ARE—
15 DELICIOUS
NOURISHING
VEGETABLES

... all mingled in a tasty vegetable broth

This hearty, nutritious soup is *strictly vegetable*. Here are 15 different garden vegetables . . . each contributing its own distinctive, well-liked flavor . . . all combined in a gently-seasoned vegetable broth. You'll find it a welcome addition to your Soup Shelf . . . a soup that will become a family favorite. Keep it on hand and serve it often—piping-hot!

Campbell's VEGETARIAN VEGETABLE SOUP



A vintage advertisement for Four Roses Blended Whiskey. The image features a bottle of Four Roses Blended Whiskey on the right, with its label clearly visible. To the left of the bottle are two glasses filled with whiskey and ice cubes. In the foreground, there is a bouquet of four red roses with green leaves. The background is a plain, light color.

Short drink or tall:
men who know whiskey
are now saying

“FOUR ROSES”

because Four Roses today is
the *finest* Four Roses ever bottled. And—
in our opinion—that makes it
the finest whiskey you’ve ever enjoyed.

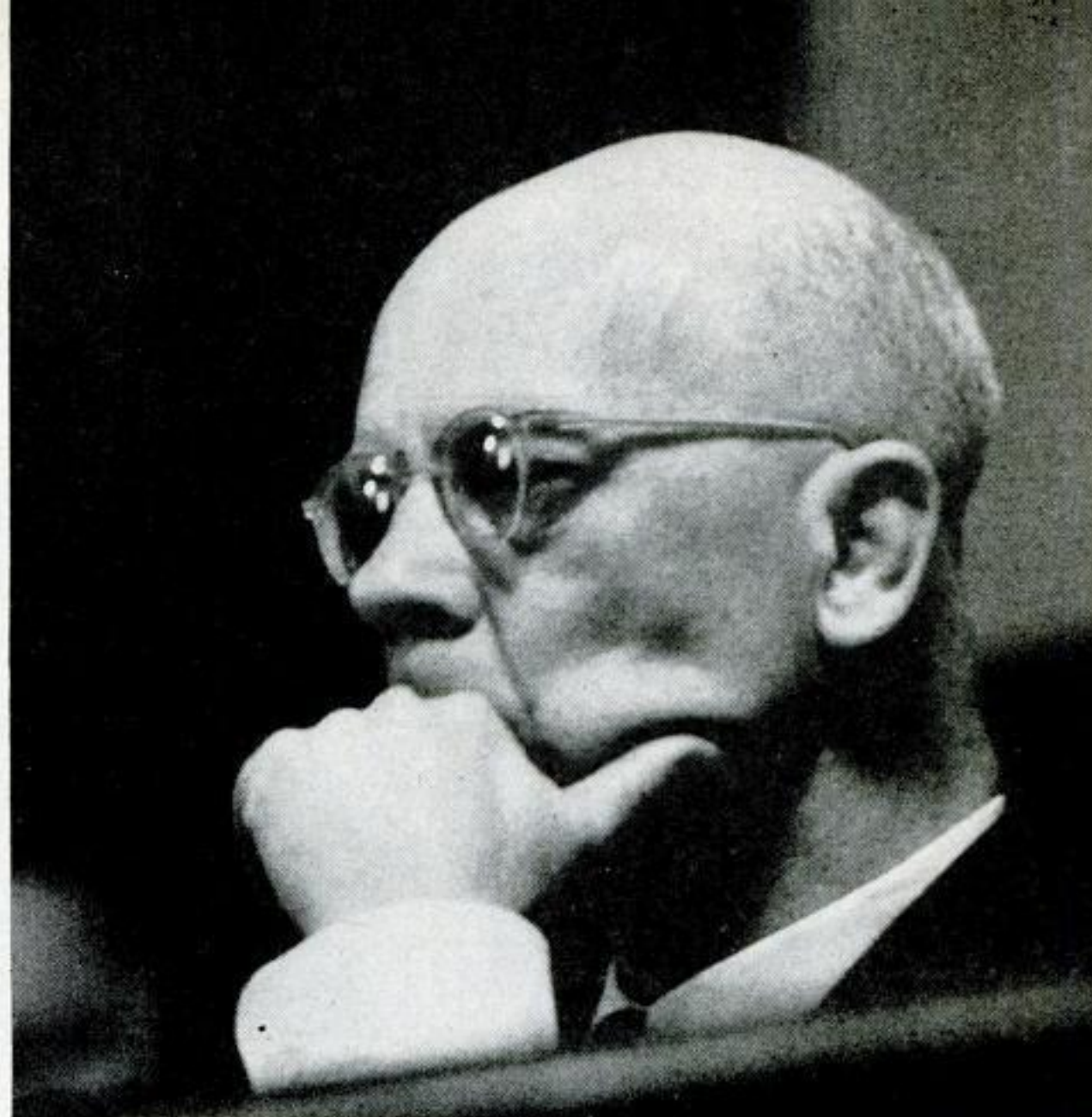
*Frankfort Distillers Corp., N.Y. Blended
Whiskey. 86.8 proof. 60% grain neutral spirits.*



As the charges (quoted in captions) were read, Oberg listened closely. This is his reaction to: "In the Plateau des Glières 60 were executed."



"The order to execute hostages was sent by Oberg. On 21 June 1944 a wounded Maquis was shot. On 22 June an arms cache was found and six Maquis were shot."



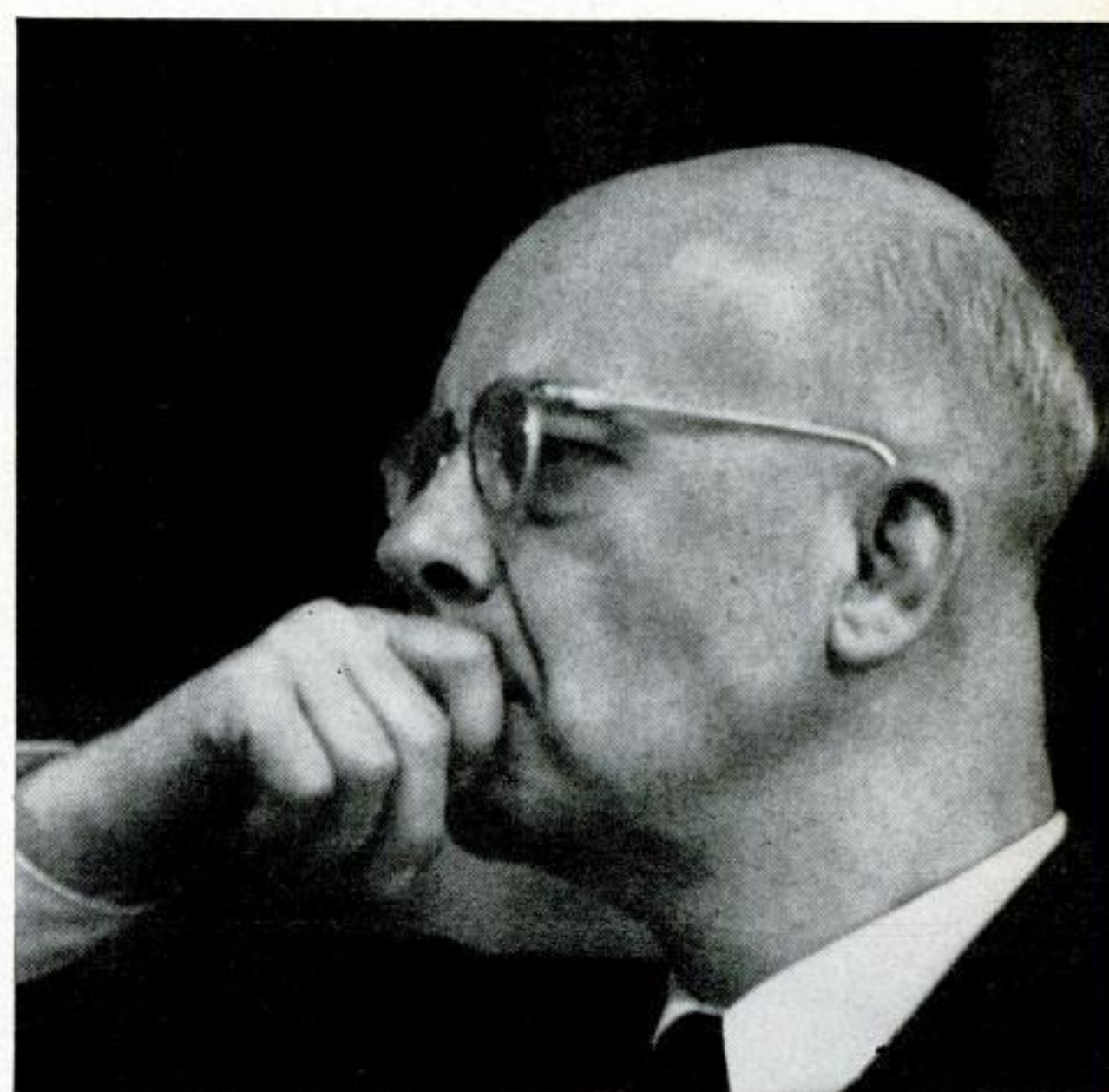
"On 11 August 1942 Oberg had 93 hostages killed. On 19 September 116 additional hostages were taken, 46 were executed in Paris and 70 in Bordeaux."



"In June 1942 evacuation of Jews was ordered. Over 120,000 Jews were sent to Auschwitz or extermination camps. Few returned."

'THE BUTCHER' LISTENS

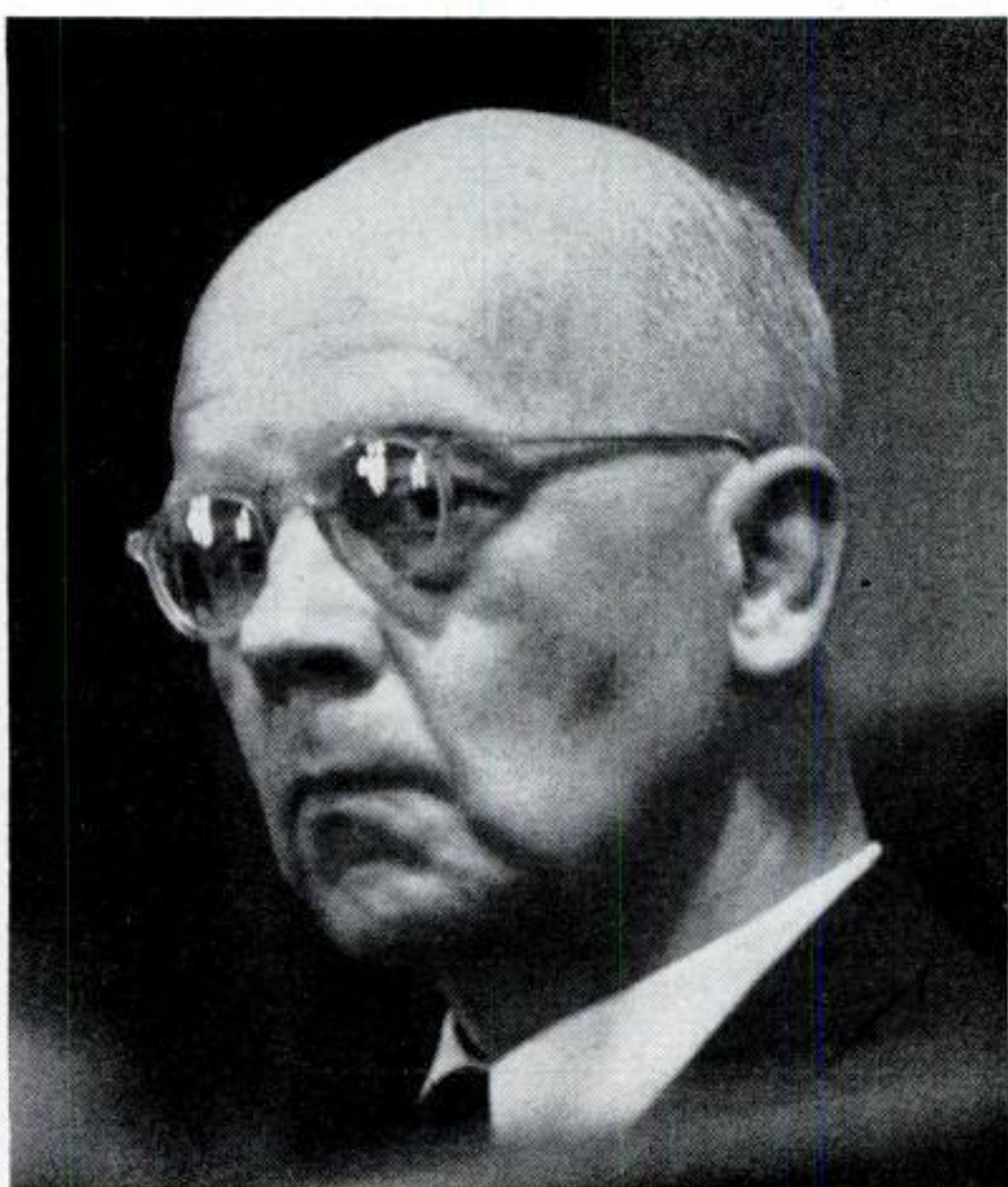
This is a man hearing himself accused of monstrous crimes—shooting down hostages in cold blood, herding thousands into extermination chambers and sending armies of women into slavery. He is German S.S. General Karl Oberg, sent by Himmler in 1942 to maintain order in France. Now on trial in a French military court, Oberg sat intent but impassive as clerks read the indictment. He had been tried in 1945 by the British for murdering their paratroopers. When his sentence was cut to 20 years of hard labor, he was handed over to the French, who have since been preparing their own case against the man called "the Butcher of Paris."



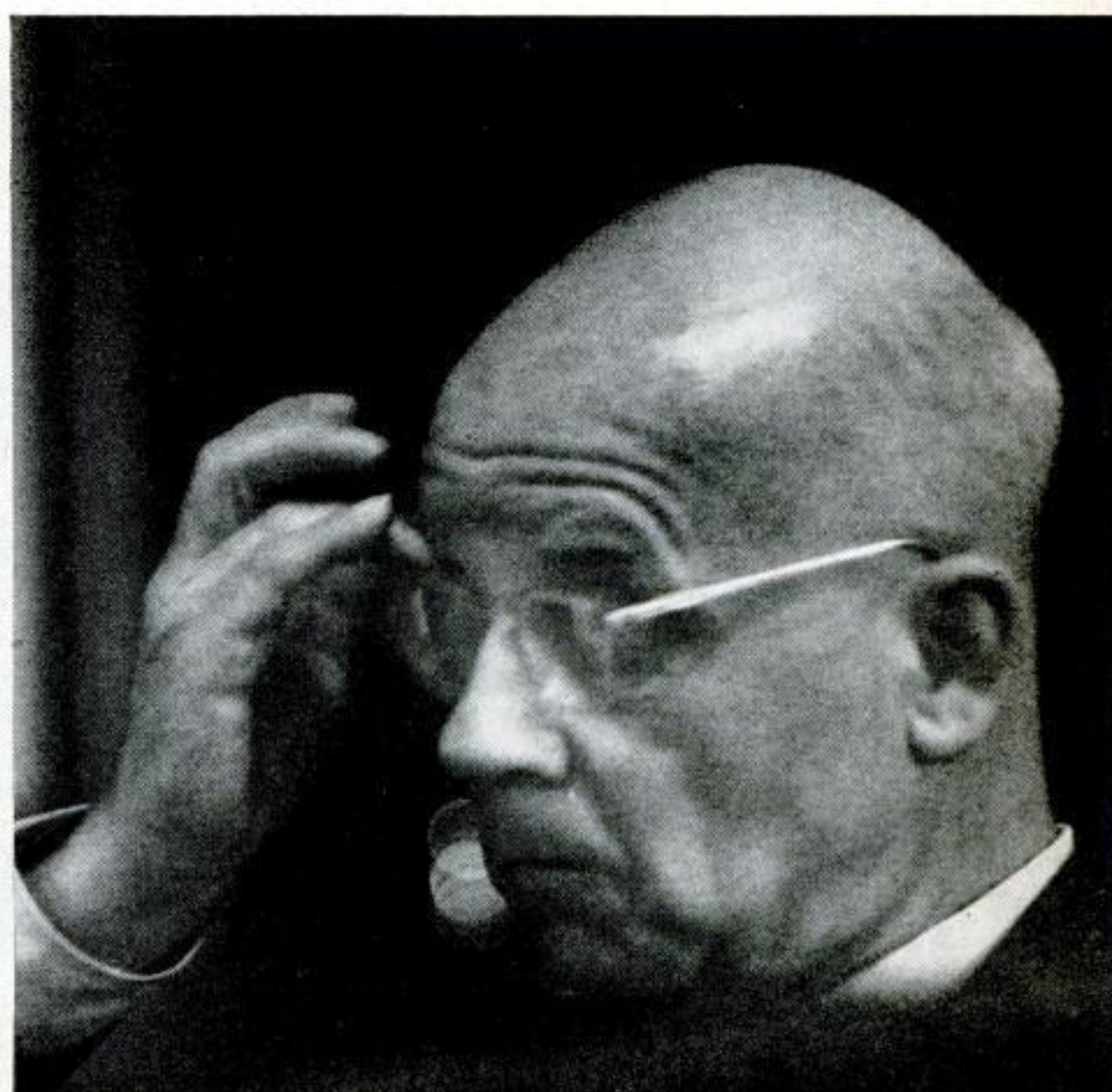
"Oberg and his aide Knochen played an important role in the deportation of Reynaud, Mandel, Blum, Daladier, Camelin, Herriot and Jouhaux."



"On 10 July 1942 Oberg ordered: All the close male relatives of saboteurs, including brothers-in-law and cousins over 18 will be shot."



"Oberg also ordered: All women related to saboteurs will be condemned to hard labor and all children up to 17 years old will be placed in a reform institution."



"Georges Mandel, former Minister of Interior, was executed in July 1944 on a lonely road near Vichy. Oberg's responsibility in this affair is apparent."



TIGHT-LIPPED SPECTATORS were infuriated by Oberg's back talk and the stalling tactics of his

defense counsels. They had already read some of the evidence published prematurely in a Paris paper.



BULKY EVIDENCE, including hundreds of S.S. death orders signed by Oberg, weighed 180 pounds.

HE WILL NOT YIELD WITHOUT BACK TALK

After three clerks had spent two days last week rattling off the long list of charges, Oberg rose haughtily (*below*) and demanded that every word be translated into German, though it was obvious to everyone present that he understood French. Then up popped his defense attorneys with other technicalities aimed at delaying the trial still more. First they claimed it was inconceivable that Oberg should be tried by subordinates of a military governor whose wife was to be called by the prosecutor as a key witness. Next they argued that as a general, Oberg should be tried by a higher-ranking court and should be made to appear in full military uniform. This was too much for the court president. "Oberg," he blurted, "is no longer a prisoner of war, but a war criminal." This was technically a blunder. Not even the "Butcher of Paris" could be labeled a criminal in France until duly convicted. Embarrassed, the judges decided to halt the proceedings and let another court start all over again.



COUNTERATTACKING GENERAL points at bench in Cherche-Midi prison courtroom, demanding 241-page indictment be repeated in German. Eyeing him

coldly are six military judges and court president (*center*), a civilian. At extreme right is codefendant Helmut Knochen, an S.S. colonel who was Oberg's aide.

To All Smokers of Filter Tips...

THIS IS IT!

"JUST WHAT THE DOCTOR ORDERED"

1. EFFECTIVE FILTRATION, FROM A STRICTLY NON-MINERAL FILTER MATERIAL—Alpha Cellulose. Exclusive to L&M Filters, and entirely pure and harmless to health.

2. SELECTIVE FILTRATION—the L&M Filter selects and removes the heavy particles leaving you a light and mild smoke.

3. MUCH LESS NICOTINE—the L&M Filter* removes one-third of the smoke, leaves you all the satisfaction.

4. MUCH MORE FLAVOR AND AROMA. At last a filter tip cigarette with *plenty* of good taste. Reason—L&M Filters' premium quality tobaccos, a blend which includes special aromatic types.

*U. S. Patent Pending



FILTER TIP CIGARETTES
Light and Mild



THE SLIM DERRICK OF EAGLE SPRINGS NO. 1 STANDS AS A LONELY BEACON IN THE MOONLIT DESERT

LIFELIKE SHAPES stand near the well. They are drillers' coveralls billowing from gusts of a nearby engine exhaust before which they have been hung to dry.



TRUCKER LOADS FIRST BARREL OF NEVADA OIL

THE FIRST OIL IN NEVADA

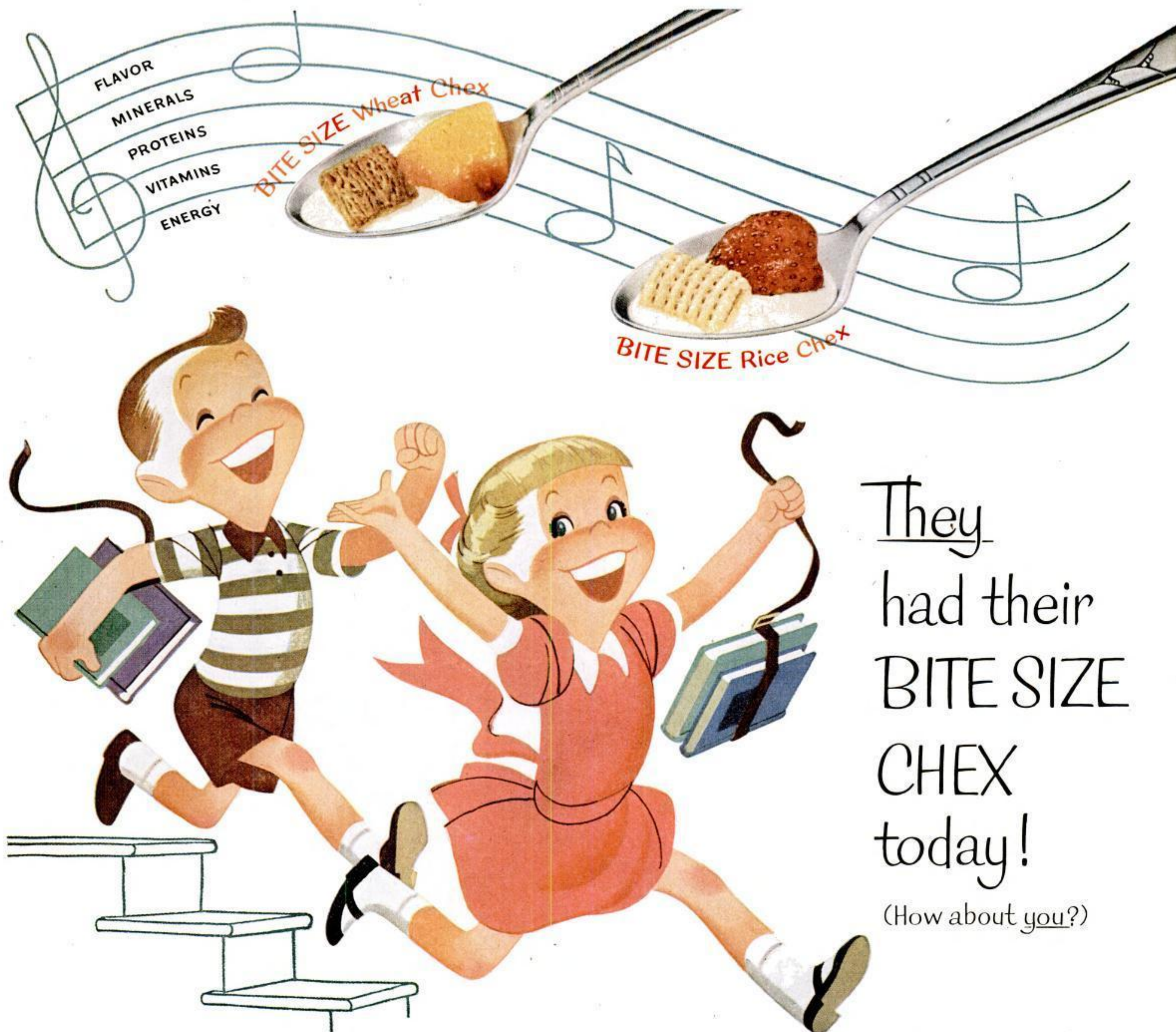
Shell strike starts a big rush

Lease-hungry oil scouts scampered about the lonely Nevada desert last week like excited jack rabbits. The first oil ever found in Nevada had been tapped by Shell Oil drillers in a desolate valley in the east central part of the state, 67 miles below Ely. Shell managed to keep the exciting secret well enough to give its scouts a five-day jump on lease-seekers from other companies. But once the secret was out the big rush was on. Ninety percent of the land within a 100-mile radius of the well is government owned. To file claim applications, crowds gathered before dawn at the federal land office in Reno. Those seeking leasing information on the privately owned lands swamped the county recorder in Ely.

The first well, Eagle Springs No. 1, yielded 30 barrels of oil in a four-hour test drill—not much of a producer by Texas gusher standards. But Shell continues to drill deeper in the excited knowledge that geologists have long regarded Nevada as part of a vast potential oil field.

HOPEFUL OIL HUNTERS—lease brokers, prospectors, housewives—wait at Reno's federal land office to file their applications for government-owned lands.





They
had their
**BITE SIZE
CHEX**
today!

(How about you?)

THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed,
gives you so much honest-to-
goodness nourishment in such
concentrated Bite Size form.
Delicious? Yes. Crisp? Down to
the last bite. But best of all is the
wonderful ready-for-anything
feeling you have after a Bite Size
Chex breakfast. Don't miss it.
Start tomorrow.



SO NOURISHING! Every crisp bite whole-
grain-rich in vitamin B₁, niacin, and iron.

RALSTON PURINA COMPANY, St. Louis, Mo.

Quick!

Meals in Minutes

by CHEF BOY-AR-DEE®



Chef Boy-Ar-Dee Spaghetti Dinners

Now, in only 12 minutes, you can prepare a real Italian-style spaghetti dinner. Comes complete in one handy package: finest, quick-cooking spaghetti; tangy, grated cheese and famous, tomato-rich Chef Boy-Ar-Dee Spaghetti Sauce with Meat or Sauce with Mushrooms. All about 14¢ a serving.



Chef Boy-Ar-Dee Meat Balls in Brown Gravy

New! Chef's latest *exclusive* is Meat Balls in Brown Gravy. Savory braised meat balls in smooth, rich gravy are packed with body-building proteins. Ten meat balls in every can. Heat and serve just as they are, or as ready-made starts for your own imaginative dishes. Only about 14¢ a serving!



Chef Boy-Ar-Dee Sauces

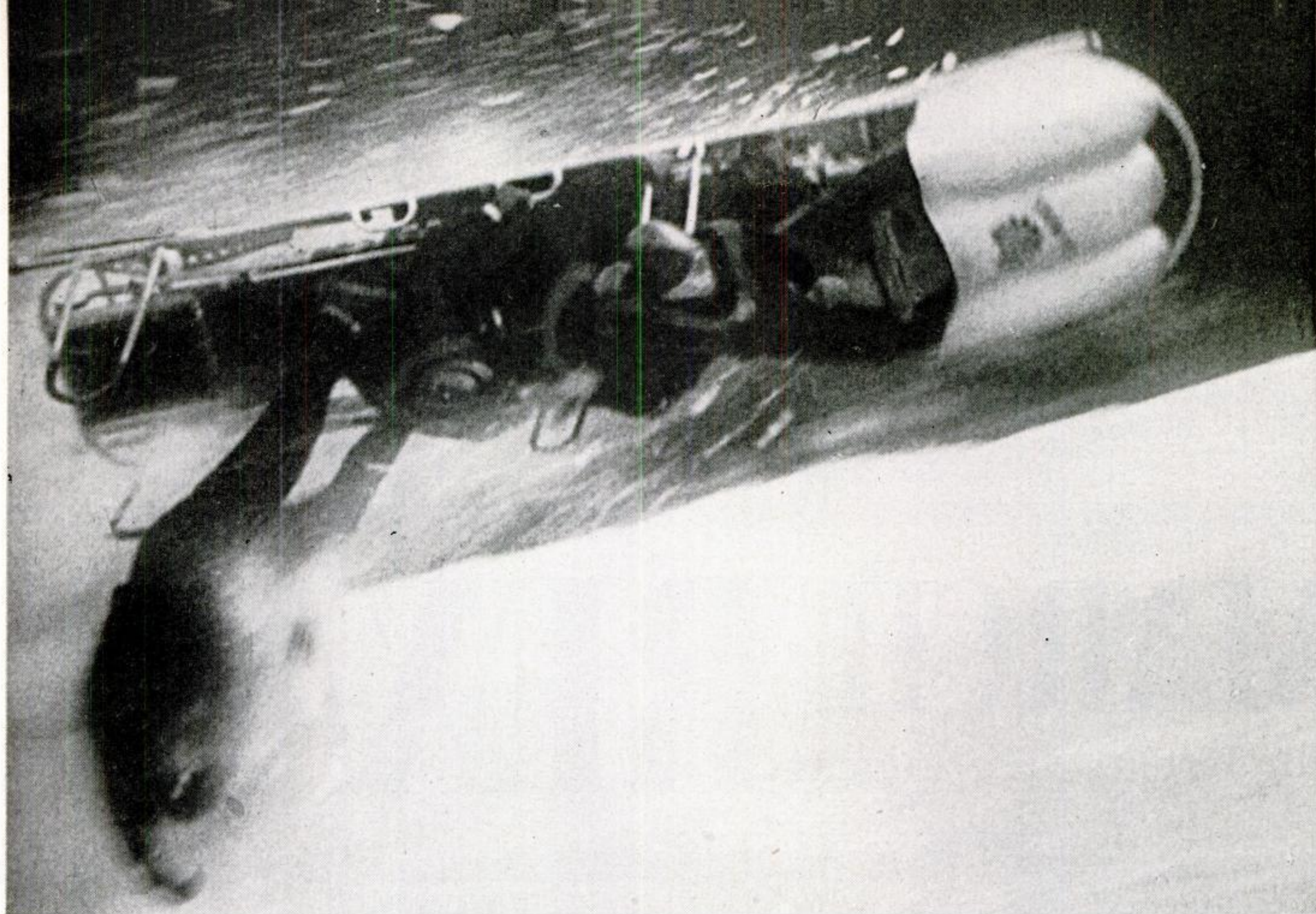
With Chef's specially made sauces (the sauce that makes all Chef's products so extra good) you become the creative chef. Put Chef's Sauce—choice of meat, or mushroom—on your spaghetti, rice, omelettes. They taste better, and look better, too! Brings out the fine, full flavor of even your best recipes.



Chef Boy-Ar-Dee Spaghetti and Meat Balls

Can't you just taste it? Tender, steaming spaghetti... plump, beef meat balls... and all covered with superb, tomato-rich sauce. As appetizing and nourishing a dish as you'll find anywhere. And Chef has done all the work! You just heat and serve at a low, low 14¢ a plateful.

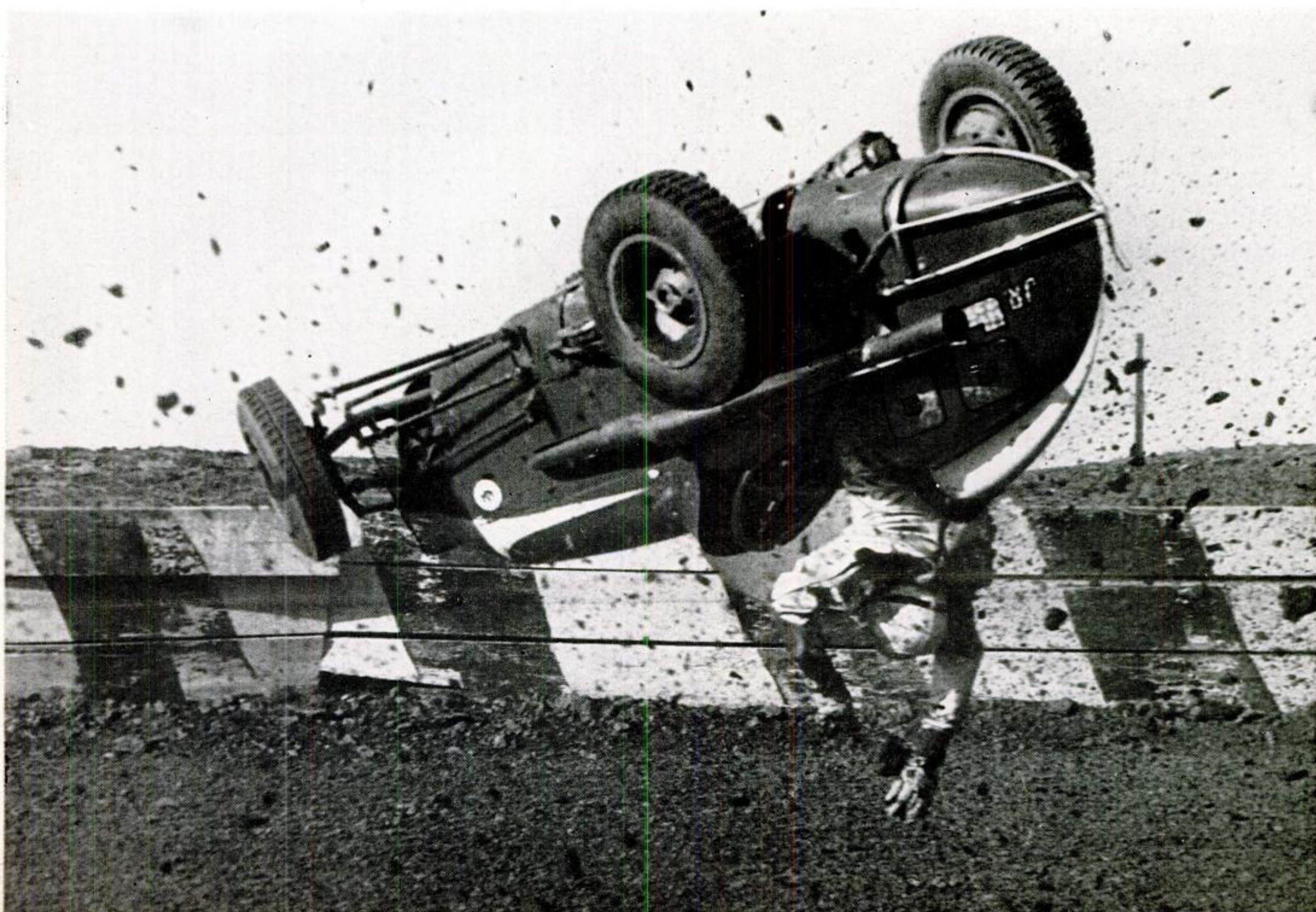
Try These Dishes By Making At Least One Night A Week "Chef Night"—and enjoy the Chef way to arrive at a delicious result!



ROUGH RIDES UPSIDE DOWN

The curves of an icy run in Germany and of a dirt track in California last week sent racers rocketing upside down through mid-air like acrobatic aviators. In Oberhof, East Germany a bobsled soared off a turn, shaking out the driver and the brakeman. The brakeman (*left* in picture above) survived, with serious injuries, but the driver was killed. In

Gardena, Calif., as Johnny Parsons slid his tiny Offenhauser broadside into a curve, the car hit a rut and hurtled off the track (*below*). Parsons dangled from his safety belt as the car catapulted end over end twice, barrel-rolled three times. Parsons came out alive with a severe concussion, two dislocated shoulders and painful cuts on the arm.



1/2 PRICE

CARA NOME DEODORANT CREAM FOR WOMEN

Stainless, quick-vanishing base; protects after-bath freshness for hours.



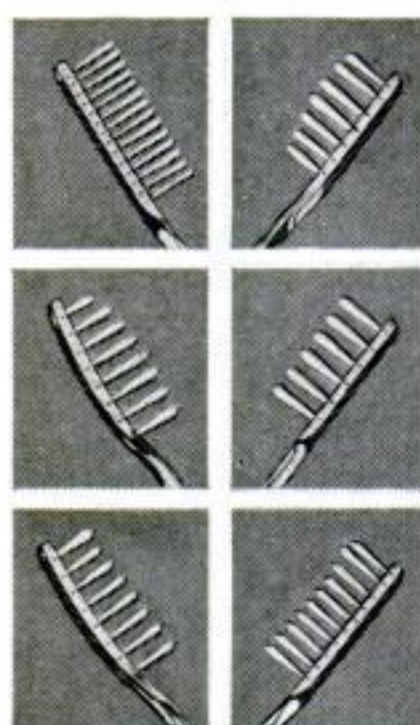
Reg. \$1.00
2 Oz. jar
Only **50¢**

STAG DEODORANT CREAM FOR MEN

Checks perspiration from shower to shower; won't harm your finest shirts.



Reg. 50¢
1 1/2 Oz. jar
Only **25¢**



REXALL DeLuxe TOOTHBRUSHES

Each **59¢**

Six medically approved styles with long-lasting Hyzon bristles, soft, medium or hard texture; two styles with natural bristles.

Beauty Special SAVE MORE THAN 1/4



Ann Delafield FACE POWDER
(Regular or Compressed)



Ann Delafield LIPSTICK

A \$2.75 Value BOTH, ONLY **\$1.98**

Your choice of 5 flattering shades in both powder and lipstick.

MARCH REXALL

For Greater Savings at

BEAUTY BUYS

Save nearly 1/3

\$2.60 value
Both for **\$1.89**



CARA NOME COMBINATION

Cara Nome Natural Curl Permanent, with "Neutralock" Neutralizer, assures soft, natural-looking waves from very first day. Choice of three kits for three different types of hair—normal, dyed or bleached, and grey or white hair.

Cara Nome Concentrated Shampoo conditions and beautifies hair, brings out natural sheen. Excellent sudsing action, cleansing properties; equally effective in hard or soft water—for all hair types.

CARA NOME "Natural Curl" Permanent for Little Girls

Complete

\$1.50



Designed especially for girls age 2 to 12. Mild lotion and gentle-acting "Neutralock" Neutralizer assures safe, natural-looking curls for fine, "baby-soft" hair.

CARA NOME COMBINATION

Peroxide U.S.P. 6%
20 vol., 4 oz.

FREE with purchase of any

CARA NOME Color Shampoo

Reg. \$1.50 value
Only **\$1.25**



Both for the price of the shampoo! Cleanses, colors, conditions; not a bleach, not a rinse. Choose from 12 glamorous shades.

CARA NOME Liquid Lanolin Compound

4 oz. bottle

\$1.50



Exciting new lotion for "the one woman in ten with sensitive skin." As hair conditioner, it highlights natural beauty...as skin cleanser and emollient, this hypo-allergenic compound keeps complexion and hands radiantly lovely.

VITAMIN VALUES

REXALL PLENAMINS

72's
\$2.59



One of the best-balanced formulas known. Ten vitamins plus Iron, Liver Concentrate, Vitamin B₁₂. You get more than minimum daily requirements of all vitamins with known minimums.

REXALL MINERALIZED B COMPLEX
With Vitamin B₁₂

100 Capsules
\$5.95



This balanced diet-supplement provides 9 B Vitamins, 11 mineral trace elements, Liver, Iron, Vitamin C. Each capsule gives more than minimum daily requirement of B₁, B₂ and Iron.

REXALL MULTI-VITAMIN FORMULA V-10

Pint
\$1.98



Pleasant-tasting liquid formula supplies twice the minimum daily requirement of Vitamin B₁, 5 times the requirement of Iron, plus Vitamins A, D, B₂ and B₁₂. Ideal for convalescents.

She found a new life when she lost 65 pounds with Ann Delafield's REDUCING PLAN



"Can you imagine the thrill of losing all the excess pounds you want...without starving, counting calories, or taking a drug? It was the first time Nora Lacey met any success in losing weight, and she actually gained pep and energy while reducing!"

"It's easy—it's fun, when you lose weight my way...the natural way. And the wonderful thing is you lose it for good because my plan is a lifetime beauty plan."

Ann Delafield

"Start Today—Like Yourself Better Tomorrow"



\$6.95
Repeat Package \$5.95

YOU GET...

1. Big 120-page beauty book
2. 30 days' supply of Appetite Reducing Wafers
3. 30 days' supply of Vitamins



"Now I'm able to do the things I've always wanted. I'm not ashamed to go skating, dancing and to have all the fun I missed before. It's like being born all over again!"
— Nora Lacey (address on request)

MEN

For the first time...a safe, sound scientific reducing plan for you! Ask for the Delafield 10-Day Quick Way. Repeat Package, 2.50

\$3.50
Complete

You can depend on any drug

Three Lovely Lotions

Just **\$1.00**
each



CARA NOME, peach-blush pink, 6 oz. bottle

WHITE MINK, frosty blue.....6 oz. bottle

SPRINGWOOD, carefree yellow..6 oz. bottle

Cool, creamy lotions to protect the satin-smoothness of your skin and grace your dressing table. Each beautiful color a delightfully different fragrance.

Cara Nome Make-up Stick conceals minor blemishes. Non-drying, non-greasy, 5 smart shades**\$1.50**

Cara Nome Hair Rinse leaves hair soft, lustrous after shampoos and home permanents. 8 oz.....**\$1.00**

Helen Cornell Hair Bandeau, smart-looking wide band to keep hair neat; elasticized, silky, knit-mesh, 39¢

REXALL ASPIRIN



200's
Reg. 87¢

ONLY
66¢

Less than 1/3 cent a tablet at this special low price during March.

New REXALL SKIN ANTISEPTIC



1 oz. bottle
with applicator

33¢

Effective first-aid application for minor cuts, scratches, abrasions.

Sweet Tooth Special HOMEMADE CHOCOLATE PEPPERMINT PATTIES

1 Lb.
69¢ Value

Only **59¢**



24 extra-large, fresh, creamy patties with rich chocolate coating.

American Custom Chocolates. Our finest assortment. 1 lb., \$2.00
Kitchen Fresh Cottage Chocolates. Dairy-fresh creams, fruit centers, nuts. 1 lb.\$1.10
2 lb.\$2.20

FREE 3 1/4-oz. tube of REXALL AMMONIATED TOOTHPASTE



60¢ value with your purchase of any one of these 3 antiseptics...

REXALL Mi-31

Amber mouthwash, gargle, multi-purpose antiseptic. Pint, regularly **79¢**

REXALL KLENZO ANTISEPTIC

Ruby-red, cinnamon-flavored mouthwash, gargle. Pint, regularly. **79¢**

or **REXALL MOUTHWASH WITH CHLOROPHYLL**, Cleans mouth, sweetens breath. Pint, regularly... **79¢**

Drug Stores Everywhere

NEW! MITTENETTES

For dishwashing, dusting, house cleaning, etc. Crepe-rubber mitts slip on easily, give finger-freedom and protection. Assorted colors.

Reg. 59¢

now **39¢**



SPONGE-CHAMOIS COMBINATION. Genuine oil-tanned chamois plus large cellulose sponge. \$2.69 value.now **\$1.69**



MOTH FUME CRYSTALS. Kill clothes moths, larvae! Odor vanishes in fresh air. Full pound, 79¢ value, only.**43¢**

Cannon Dusting Cloth, 18" x 18"only **23¢**
Plastic Bib Aprononly **23¢**
Acco Bleached Cheesecloth, 4 yds. x 1 yd. wide....only **33¢**
Elkay's Aerosol Air Refresher, 5 oz.**98¢**
Window Cleaner**23¢**

Rexall drug products are guaranteed to give satisfaction or your money back

YOUR MEDICINE CHEST CHECK LIST



BISMA-REX, Rexall's exclusive formula for quick, prolonged relief from acid-indigestion. Neutralizes excess stomach acidity; eases gastric distress; soothes irritated stomach membranes. 4 3/4 oz.**89¢**



REXALL ANAPAC combines antihistamine and APC Compound for quick, effective relief from cold symptoms in all stages—from warning sniffles to the aches and pains of fully developed colds. 15's, **49¢**



REXALL CHERROSOTE, a time-tested cough syrup. Fights coughs from colds two ways: relieves "tickling throat"; loosens phlegm. Local anesthetic action soothes throat irritation. 8 oz., **98¢**



REXALL CELUREX LAXATIVE... a safe, modern therapy for constipation that provides natural lubricating bulk, plus gentle laxative action for relieving temporary constipation. 65's.**89¢**



REXALL BIOKETTS, pleasant-tasting throat troches; combine local, pain-relieving ingredients with antibiotic action of Tyrothricin. Help "head-off" coughing spells and soothe minor throat irritation. 15's.**69¢**



REXALL NASOTHRICIN double-action nose drops relieve nasal congestion, inhibit many bacteria, cover nasal passages more completely. Contain Tyrothricin and a vasoconstrictor. 1/2-oz. bottle and dropper.**69¢**



REXALL LOZOTHRICIN, cherry-menthol flavored lozenges that combine pain-relief of aspirin with antibiotic action of Tyrothricin to soothe and help relieve coughs due to colds. Inhibit many bacteria. 12's**69¢**



REXALL COLD KIT, four laboratory-tested remedies for immediate treatment of family colds: Cherrosote Cough Syrup, Liquid Chest Rub, Nasothricin Nose Drops, Cold Tablets. Total value, \$1.36; complete kit, only.**98¢**



REXALL LIQUID CHEST RUB... a new, stainless, greaseless chest rub that can also be used as inhalant in steam vaporizer. Deep-penetrating for quick relief from surface congestion. 2 oz., **79¢**



REXALL OROTHRICIN antiseptic-antibiotic mouthwash and gargle. Freshens breath, inhibits organisms susceptible to Tyrothricin. Penetrates thoroughly, gives more complete coverage. 1/2 pt., **98¢**



REXALL ASPIROIDS WITH ANTIHISTAMINE. Combines two tested remedies to give better all-around relief for discomforts associated with colds—headache, muscular pain and fever. 30's, **98¢**



AEROSOL REX-SALVINE for Burns. Finger-tip controlled, antiseptic spray forms greaseless, stainless protective film to prevent infection, promote healing. Soothing, easy to use. 5 oz.**\$1.39**

EVERYDAY NEEDS

Rexall Cotton Balls. 200's.**59¢**

Rexall Aspirin for Tiny Tots. Raspberry flavor. 100 half-grain tablets.**35¢**

Bisma-Rex Gel. New liquid formula containing Aluminum Hydroxide gives 4-way relief from acid-indigestion. Quickly neutralizes excess stomach acidity, eases gastric distress, helps relieve heartburn, leaves soothing coating on irritated stomach membranes. 1/2 pint.**\$1.19**

Rexall Monacet APC Tablets, time-tested formula containing aspirin, phenacetin, caffeine. 100's.**79¢**

Aerosol Fungi-Rex. Greaseless, stainless spray relieves discomfort of Athlete's Foot; helps prevent re-infection. Quick, easy, clean. 4 oz.**\$1.59**

Rexall Boric Acid. Powder or crystals (dilute as directed). 4 oz.**37¢**

Rexall Liquilose. New liquid laxative provides bulk plus lubrication. Simulates nature's hemicellulose. Gentle. Contains no cathartics. Pint.**\$1.00**

Rexall Lanolin. Soothing, pleasantly-scented preparation for chapped or tender skin. Ideal for babies. 3 oz. tube, **57¢**

Rexall Epsom Salt, 1/2 lb.**29¢**

Rexall Plastic Quik-Snips. Miniature adhesive bandages for small cuts, abrasions. Stretch and adhere, even to knuckles. Flesh color, waterproof. 36's.**39¢**

Symphony Silk Fibre Stationery, white sheets with silky moire design, in beautiful box with blue-silk finish, gold title. 48 single sheets, 30 envelopes, **\$1.00**

Symphony Wing Travel, 40 lightweight sheets, 20 airmail envelopes, **50¢**

Banbury Envelopes, white, commercial size. Package of 10, a buy at only.**3¢**

Rexall Reel Roll Cotton. Roll out what you need. Dispenser keeps the rest clean. Small size, **43¢**

Stenographer's Note Book, Gregg ruling, 42 white sheets; Du-O-Ring bound with stiff cover, easel back. 6"x9"...**15¢**

Belmont Typewriter Tablet, standard size 8 1/2"x11" sheets. Bond.**25¢**

Stag Cream Hair Dressing. Keeps hair groomed without sticky film. Removes loose dandruff. Contains modified lanolin. 4-oz. tube.**60¢**

Rexall Hydrogen Peroxide, USP 3%, 10 Volume. Cleansing solution for cuts, abrasions, cold sores. Helps remove vegetable stains from white fabrics. 4 oz., **18¢**

Hy-Da-Way Folding Syringe, fountain type, zipper case. Red.**\$4.95**

Helen Cornell All-Purpose Hair Set. Card of 35 rubber-tipped bobby pins (black or bronze), 5 aluminum jiffy curl clips. Reg. 25¢.**19¢**



Chuckle with Amos 'n' Andy every Sunday, 7:30 p.m. EST, CBS Radio Network.

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items and prices may vary slightly in Canada. Rexall Drug Company, Los Angeles 48, California.

product that bears the name

REXALL

LIFE ON THE NEWSFRONTS OF THE WORLD

Syria rebels against its dictator, the Bricker bill is voted down and a boy's heroics end in failure

While Egypt's strong man Colonel Nasser was openly assuming title to the power he already wielded (pp. 109-116), Syria's strong man General Adib Shishekly (right) was being chased out of his country by a nationwide revolt.

Unlike Nasser, Shishekly had held both high power and high office. He was Syria's president, premier, political and social theorizer and dictator who answered to no man.

With Shishekly's departure, the struggle for power threatened to turn into civil war. Syria's parliament set up its speaker as temporary president, but thousands of demonstrators came protesting into the streets of Damascus, where some army units still remained loyal to Shishekly. Political leaders freed from jail, where Shishekly prudently put them, were holding hurried war councils. Far north in Aleppo, the armed followers of ex-President Hashem al Attassi, who had been ousted by Shishekly's coup three years ago, declared that they would restore him as rightful head of state. Shishekly himself landed in Lebanon, ready to go back to Syria if there was a chance of regaining power.



SYRIAN STRONG MAN ADIB SHISHEKLY

The Senate killed the final watered-down version of the Bricker amendment to limit the President's treaty-making powers, then defeated an even milder substitute proposed by Georgia's Senator George. For this session, at least, the issue was dead.

Pakistan formally asked for U.S. military aid. President Eisenhower assured Pakistan it will get U.S. arms and assured Nehru—who had claimed such aid would pose a threat to India—that strengthening Pakistan would more assure than endanger peace in Asia.

Bargain hunters' brawl

Hearns New York department store, hoping to lure a few bargain hunters, listed some \$6.95 TV sets and 19¢ dresses. Result: 100,000 shoppers crowded in, 40 fainted or were trampled on. Hearns got its private answer to recession talk by moving not only all its cut-rate goods, but enough regular merchandise as well to set a one-day sales record for its 127-year history.

American Telephone and Telegraph Company lost its place as world's biggest private corporation to Metropolitan Life Insurance Company. The Met's assets: \$12 billion; A. T. & T.'s. \$11 billion.

As promised, Element 100

The list of chemical elements was pushed to an even 100 by scientists who made a new kind of atom in the Atomic Energy Commission's materials testing reactor at Arco, Idaho. Plutonium atoms were "fattened" with extra neutrons until they were heavier than, and chemically different from, any of the known 99 kinds of atoms. Element 100, still unnamed, was predicted by Nobel Prize-winner Glenn Seaborg years ago. It is highly radioactive but is not likely to be used in bombs or for making anything useful except chemical test samples.



RAILROADERS RICHARDSON AND MURCHISON

Young throws a big punch

Financier Robert R. Young last week won a big round in his "bare-fisted" fight for control of the New York Central Railroad (LIFE, Feb. 8). Two Texas multimillionaire friends of his, Sid W. Richardson and Clinton W. Murchison (above), bought 800,000 shares of Central common stock, one eighth of the road's ownership, for \$20 million. Seller of the huge chunk of stock was the railroad Young recently left, the Chesapeake and Ohio. The C. & O. would not legally have been allowed to vote the stock for its former boss.

In South Africa, Prime Minister Malan's party drafted a bill—certain to become law—by which the government can arbitrarily order about a third of the nation's Negroes off farms where they live. The refugees would have no place to go but government labor gangs. Because of similar laws, a Mau-Mau-like organization called Cheesa Cheesa (Fire Fire) has already been formed in South Africa. "We have an army," Cheesa Cheesa has warned, "and will burn your farms."



ASTONISHED HERO AND GUN THAT FAILED

Boy against bandits

When two bandits pushed into the New York apartment of Mrs. Anna Bassat and demanded, "Let's have the dough," son Tony, almost 5, knew just what to do. Trained by watching TV heroes, he grabbed plastic revolver in one hand and double-barreled toy shotgun in the other. "You get out of here, you bums," he warned. When the robbers tied up Tony's mother and grandmother, he started firing. His guns had no effect so Tony ran for his toy phone, dialed and shouted into it, "Cops! Robbers! Police!" No help came. So he attacked the men, butting them with his head and kicking their shins.

It was no use. After the men had escaped with \$2,500, Tony untied the women, who called police on the real phone. Tony couldn't see why his TV tactics had failed. "I shot them, Papa," the disconsolate hero told his father later, "but they didn't even fall down."

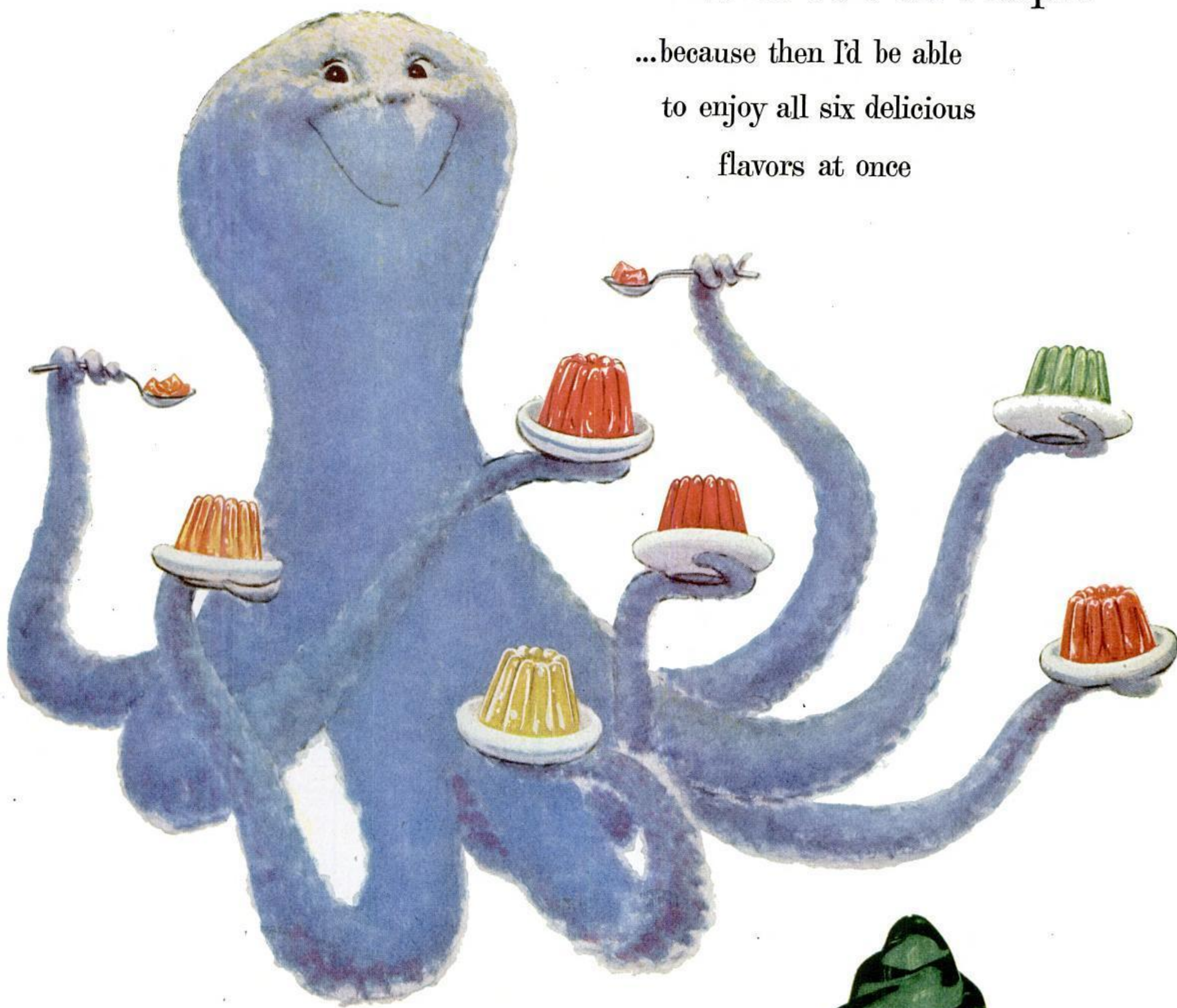


THE BABE'S HAPPY SIGNAL AFTER VICTORY

First mass tests of the widely heralded polio vaccine were begun on 5,000 Pittsburgh schoolchildren by the man responsible for the vaccine's development, Dr. Jonas E. Salk of the University of Pittsburgh (LIFE, Feb. 22).

When I'm eating Jell-O
I wish I were an octopus

...because then I'd be able
to enjoy all six delicious
flavors at once



Now's the time for



Westinghouse Announces

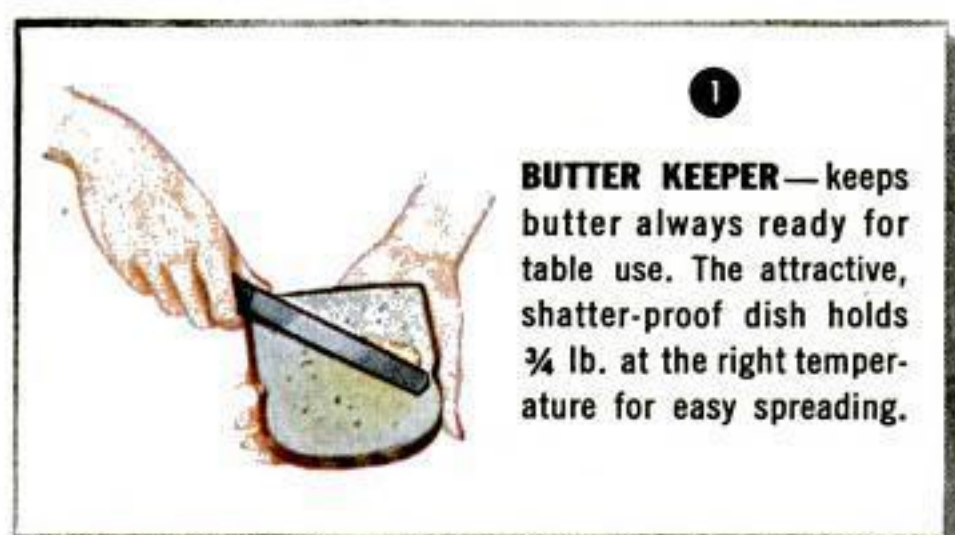


See
Betty Furness
on TV . . .
WESTINGHOUSE
STUDIO ONE



Here at last is true specialized storage for all foods. This 12.3 cu. ft. Refrigerator-Freezer is so absolutely right for every food-keeping need it's actually a FOOD-FILE. Just name the food! There's a special place . . . with a special cold . . . to keep it safely in this superb Westinghouse!

And it's **FROST-FREE** from top to bottom . . . that means no defrosting to do in the Freezer . . . and no defrosting to do in the Refrigerator. **FROST-FREE** defrosting is so completely automatic it even evaporates the defrost water . . . and it's so fast, ice cream stays firmly frozen!



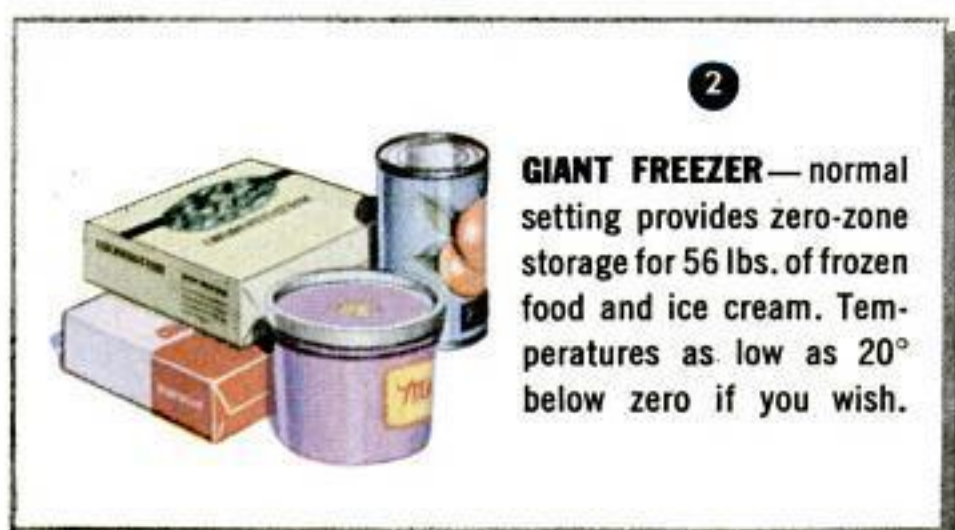
1 BUTTER KEEPER—keeps butter always ready for table use. The attractive, shatter-proof dish holds $\frac{3}{4}$ lb. at the right temperature for easy spreading.



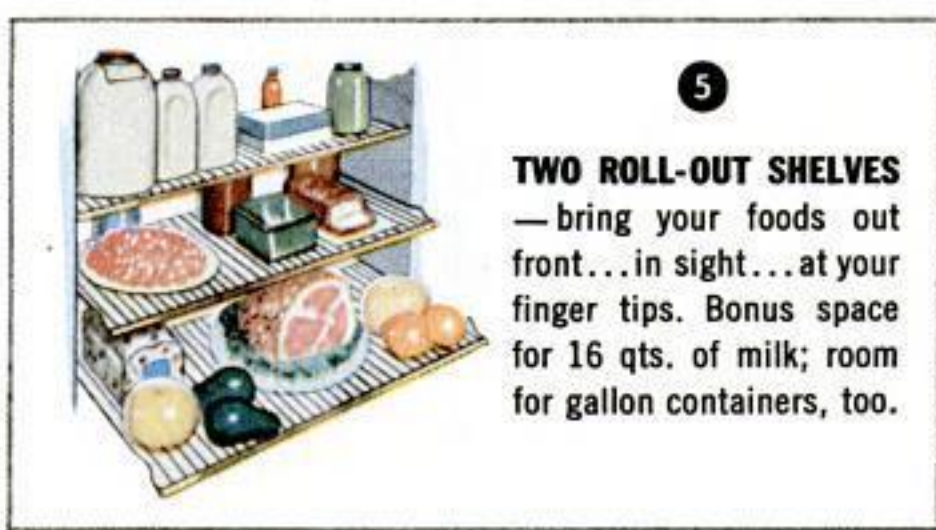
4 MEAT KEEPER—fresh meat stays fresh for days in near-freezing cold. It's roast-deep, and holds up to 18 pounds . . . another Westinghouse exclusive!



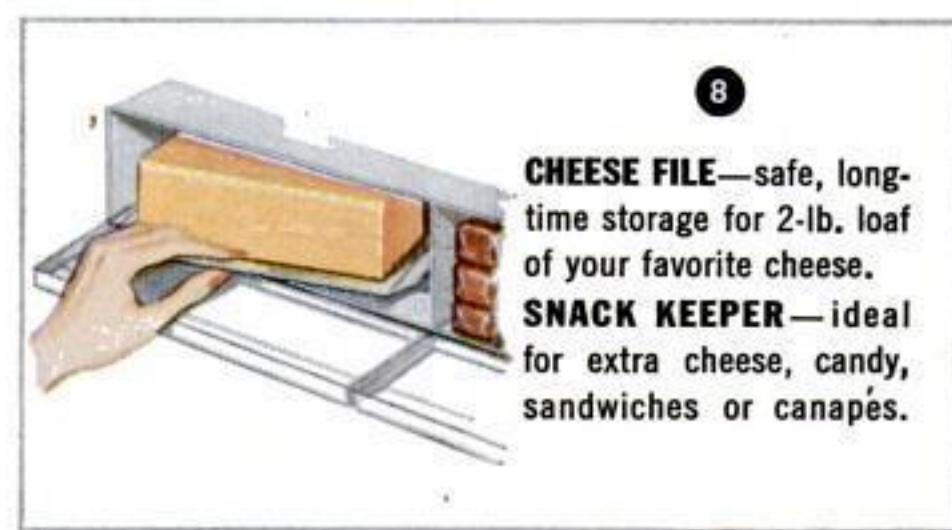
7 FOUR EGG KEEPERS—each holds six big eggs in proper cold. Tilt to take out one or two eggs . . . or remove it to take all six to your work surface.



2 GIANT FREEZER—normal setting provides zero-zone storage for 56 lbs. of frozen food and ice cream. Temperatures as low as 20° below zero if you wish.



5 TWO ROLL-OUT SHELVES—bring your foods out front . . . in sight . . . at your finger tips. Bonus space for 16 qts. of milk; room for gallon containers, too.



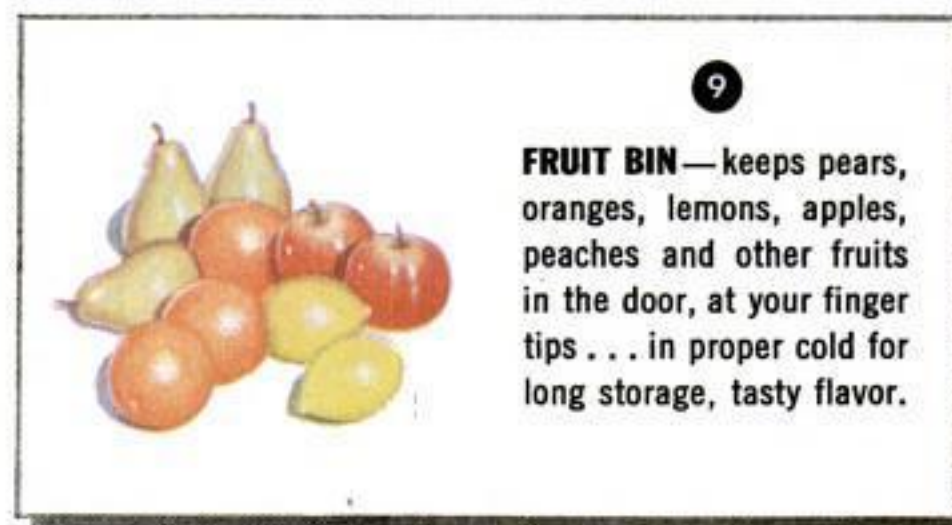
8 CHEESE FILE—safe, long-time storage for 2-lb. loaf of your favorite cheese. **SNACK KEEPER**—ideal for extra cheese, candy, sandwiches or canapés.



3 BEVERAGE KEEPER—a Westinghouse exclusive! Chills your beverages to their flavor peak. Keeps more than a dozen bottles ice cold, ready to drink.



6 TWO BIG HUMIDRAWERS—keep almost a bushel of vegetables crisp and fresh. Deep enough for cabbage, long enough for celery. Glass tops seal in cold.



9 FRUIT BIN—keeps pears, oranges, lemons, apples, peaches and other fruits in the door, at your finger tips . . . in proper cold for long storage, tasty flavor.

Announcement Special . . . BETTY FURNESS COOKING THERMOMETER SET
Now at your Westinghouse dealer's . . . a \$2.50 value—**ONLY**
WESTINGHOUSE ELECTRIC CORPORATION • MANSFIELD, OHIO

88¢



the Exclusive New 1954 FOOD FILE Refrigerator



MODEL DFG-123,
ILLUSTRATED

Payments as low as **\$4⁹⁹** a week after small down payment

Other Westinghouse Refrigerators priced as low as \$199.95 . . . only \$1.97 a week

. . . of course,
it's electric!

YOU CAN BE SURE...IF IT'S **Westinghouse**



When guests of Colonel Higbee asked Aunt Jemima how she made pancakes so light and full of flavor, she just smiled and answered—"That's my own secret. You just eat 'em." Always she kept that secret.

Aunt Jemima Legend

Often through Lent you'll want these easy main dishes...
with the matchless
4-flour flavor
of Aunt Jemima pancakes



FOR THE FINEST BUCKWHEATS
get Aunt Jemima in
the yellow box

Wheat, corn, rye and rice flours are blended in the treasured Aunt Jemima recipe... to give you the tenderest, best-tasting pancakes you ever had!

**AUNT JEMIMA PANCAKE
TOP FOR CREAMED FISH**

Add flaked fish, cooked peas, bits of pimento and green pepper to piping hot, well-seasoned white sauce. Heat thoroughly and pour into individual casseroles. Serve each topped with freshly baked Aunt Jemima Deluxe pancakes (recipe on package) of graduated size. These can be kept hot in oven for a short while.

CHEESE FOLDOVERS

Place a slice of processed cheese on each hot Aunt Jemima Pancake. Fold the pancakes over envelope style. Top each serving of two pancakes with syrup.

*Don McNeill's
Breakfast Club is cheery;
ABC Radio, weekdays.*





THE WINNER OVER AN OUTSIZE BONEFISH, TED WILLIAMS KEEPS LINE TAUT AS GUIDE JIMMIE ALBRIGHT LIFTS THE CATCH OUT OF THE WATER IN HIS NET

A CATCH FOR WILLIAMS

Baseball star pulls in some pre-season bonefish

Just before reporting to the Boston Red Sox baseball camp for spring training, Ted Williams was having a final fling last week going after bonefish in the tidal flats of the Bay of Florida. Using flies he tied himself and a light glass rod produced by his own company, expert angler Williams, as usual, landed some big ones. "If I do as well against American League pitchers as I do against bonefish," he said, "I'll hit about .900."



CASTING RIGHT-HANDED, Williams, who bats lefty, goes after a fish. Experts agree that the sense of timing which has made Williams a great hitter makes him one of country's greatest fly fishermen.

RAISING HANDS, Williams works with bowed rod to get bonefish close enough to boat for netting.



CONTINUED ON PAGE 58



OILMEN SWEAT OUT Washington, D. C. opening of 218 sealed bids for contracts to supply Army, Navy and Air Force installations throughout the East Coast. Man announcing bids is Lyle E. Smith, buyer for Domestic Fuels Branch, Armed Services Petroleum Purchasing

Agency. Small oil companies last year received 77% of all regional oil contracts awarded by the military. This kind of competitive bidding among oil companies, large and small, assures Armed Forces of finest oil products at lowest possible prices.

218 OILMEN COMPETE FOR MILITARY CONTRACTS

Keen Bidding Assures Armed Forces of High Quality Oil Products at Lowest Possible Cost to Taxpayers

The Armed Services Petroleum Purchasing Agency reports that a recent invitation for bids on military contracts was answered by 218 oil companies.

Military spokesmen point out that highly competitive bidding by hundreds of oil companies—large and small—makes it possible every year to buy the finest oil products *at the lowest possible cost to U.S. taxpayers.*

These facts may be news to those who think the oil industry is made up of only a few large companies. But this is just an everyday example of the way the keen

competition among America's oilmen pays off for everybody in the U.S.

One example close to your daily life is the competition for the motorists' business. In their efforts to reach the public first with finer motor fuels than their rivals, oil technologists have improved gasoline quality so much that 2 gallons of today's gasoline do the work 3 gallons did in 1925. Yet gasoline still costs about the same—only taxes are higher.

Every day you and your family benefit from the competition among America's oil businesses.

LOWEST BIDDERS WIN. Col. Douglas R. Brown, USAF, Director, Armed Services Petroleum Purchasing Agency, here awards a contract to John H. White, a South Carolina oil jobber. Col. Brown says: "The public is the real winner of this competition. I've watched it with great satisfaction—seen how it always lets us buy the best oil products at the lowest possible price."

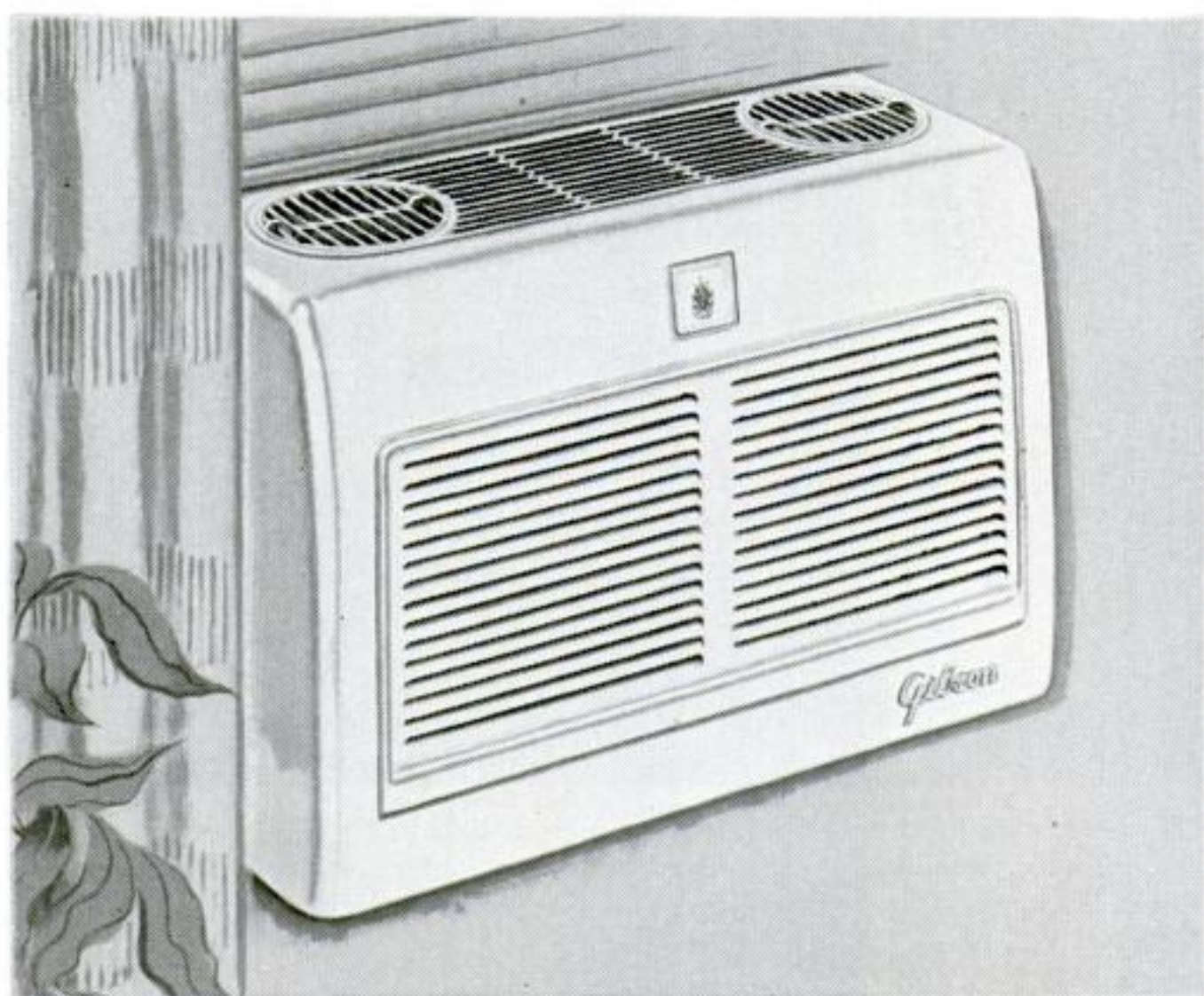


AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

Save \$90

Enjoy draft-free
air conditioning...with

Gibson



The most powerful new
3/4 h.p. air conditioner

Built for Efficiency, yet smartly styled, this beautiful new Gibson 3/4 H.P. Air Conditioner gives draft-free cooling up to 500 sq. ft., about 15 by 33 foot floor area!

Only Gibson has a full 1-inch thick filter to completely remove dirt, dust, pollen and other irritants from the air, a boon for hay fever and other allergy sufferers! And Gibson dehumidifies—wrings 2 pints of moisture per hour from the air to make it crisp and fresh. Gibson's exclusive galvanized exterior won't rust, lets you leave the air conditioner in the window all year round.

See It Now at your Gibson dealer's—his name's in your classified phone book. Thanks to improvements in

production methods, it's yours now at a \$90 saving!

Same capacity last year sold for \$379.95

Now only **\$289⁹⁵**

Low down payment! Easy terms!

EXCLUSIVE! See other Gibson Air Conditioners with exclusive Gib-Sun-Air ozone lamp that purifies and freshens air! Safety heat coil that lets you heat as well as cool!

See Your Gibson Retailer

Gibson

REFRIGERATOR COMPANY • GREENVILLE, MICHIGAN
In Canada: Gibson Refrigerator Company, Ltd., Montreal, Quebec

also makers of refrigerators



food freezers



electric ranges



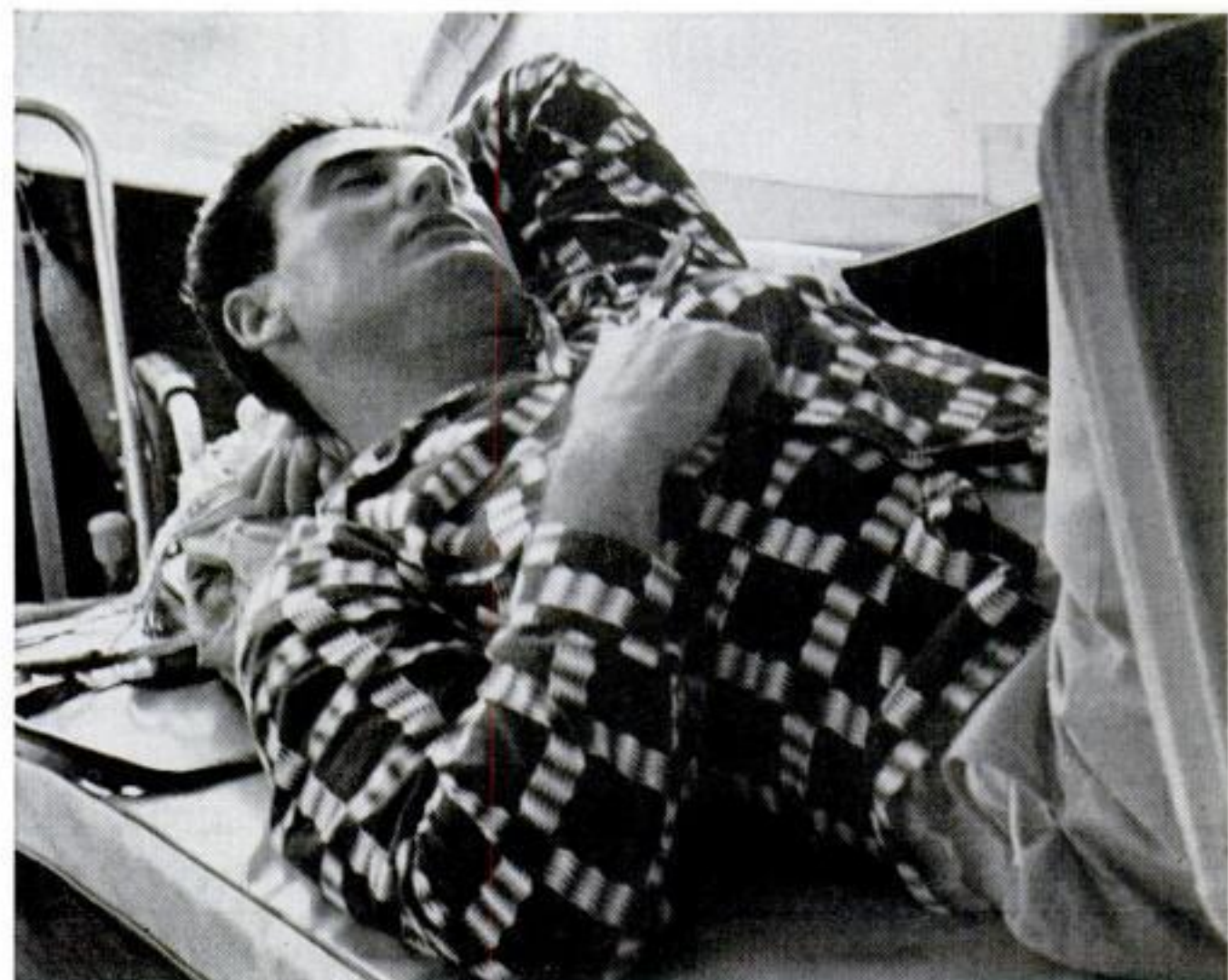
Catch for Williams CONTINUED



WEIGHING CATCH, Williams learns he has 10-pounder. Small as salt water gamefish go (average weight: 5 pounds), bonefish rate with the gamest.



RELEASING CATCH, sport fisherman Williams holds exhausted fish in the water until it revives, then lets it swim off. Bonefish are poor eating.



TIRED OUT, Williams cat-naps on way in. He talks about retiring from baseball next year, devoting full time to fishing and fishing-tackle business.

Your **son** will shine



in **REGATTA DENIMS** by

Kaynee

Buy 'em wherever fine boys' wear is sold.

Kaynee turns its styling genius to staunch,
long wearing Pepperell denims...
washable*, of course.

Faded Blue... Charcoal... or Toast,
in sizes 2 to 20

—to keep a young fellow well-groomed,
and trim as a Coast Guard Cutter
from cap to cuff.
All at thrifty prices.



*Sanforized. Less than 1% residual shrinkage.

For the name of your nearest dealer, write
THE KAYNEE COMPANY, Cleveland, Ohio

Affiliated with Aetna Industrial Corp., N.Y.C.





"HOW BEAUTIFUL HE IS!" cries Ondine as she enters fisherman's hut and beholds the first young man she has ever seen, a knight called Hans (Mel Ferrer). They fall promptly in love.

Another Triumph for Audrey

SHE PLAYS ENCHANTING SPRITE

Ondine was a sweet-tempered sprite who lived in a lake. Raised from infancy by an old fisherman, she used magic powers to keep his leaky boat afloat, to make his lake calm and to fill his net every day with exactly 12 fish. Ondine was a kind of cousin to the tricky Lorelei, but she was altogether a nicer type of girl.

In the title role of *Ondine*, Audrey Hepburn (LIFE, Dec. 7) came triumphantly to Broadway a fortnight ago. Her film success in *Roman Holiday* had brought her so much luster that the opening night was one of the season's gala events. The sight of Audrey, with her hair dyed blond in order to look more nymphlike and wearing a sprite's wardrobe designed by Valentina, sent the drama critics scurrying to find new ways of saying "enchanted," and "magical." Showing new ease and authority, the young star brought both sophistication and freshness to the play, which was written by Jean Giraudoux, adapted from the French by Maurice Valency and handsomely staged by Alfred Lunt. More than anyone else in the cast Audrey had the good sense to play the old fairy tale about a sprite who loves a wandering knight as if she believed every poetic word of it.

←ON TRIAL for being a water sprite, Audrey Hepburn, bedecked in seaweed and fisherman's net, is hauled before a red-snouted court executioner who is ordered to slit her throat at sundown.

CONTINUED ON NEXT PAGE

"I drink all the coffee
I want..."



"I get all the sleep
I need!"



DON'T STOP DRINKING COFFEE...
JUST STOP DRINKING CAFFEIN!

WANT to drink all the fine coffee you please, any time, and sleep? You can, if you don't drink *caffeine*. For it's the caffeine in ordinary coffee that jangles nerves and keeps folks awake. And bitter-tasting caffeine adds nothing to coffee's goodness!

Do as millions of wise coffee lovers do. Enjoy wonderful coffee and wonderful sleep with New Extra-Rich Sanka Coffee. It's 97% caffeine-free... gives you all the goodness of fine coffee, yet

can't irritate your nerves. Today's New Sanka Coffee will be the most delicious surprise of your life. Get some today!

Products of General Foods



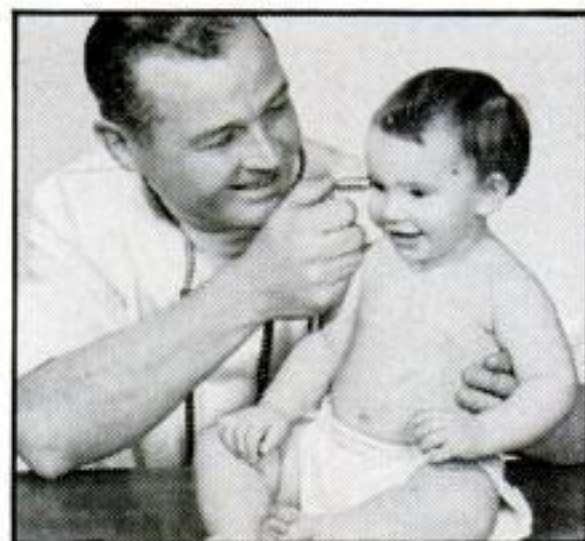
DELICIOUS IN EITHER
INSTANT OR REGULAR FORM

New
Extra-Rich **SANKA COFFEE**
It's delicious! It's 97% caffeine-free! It lets you sleep!

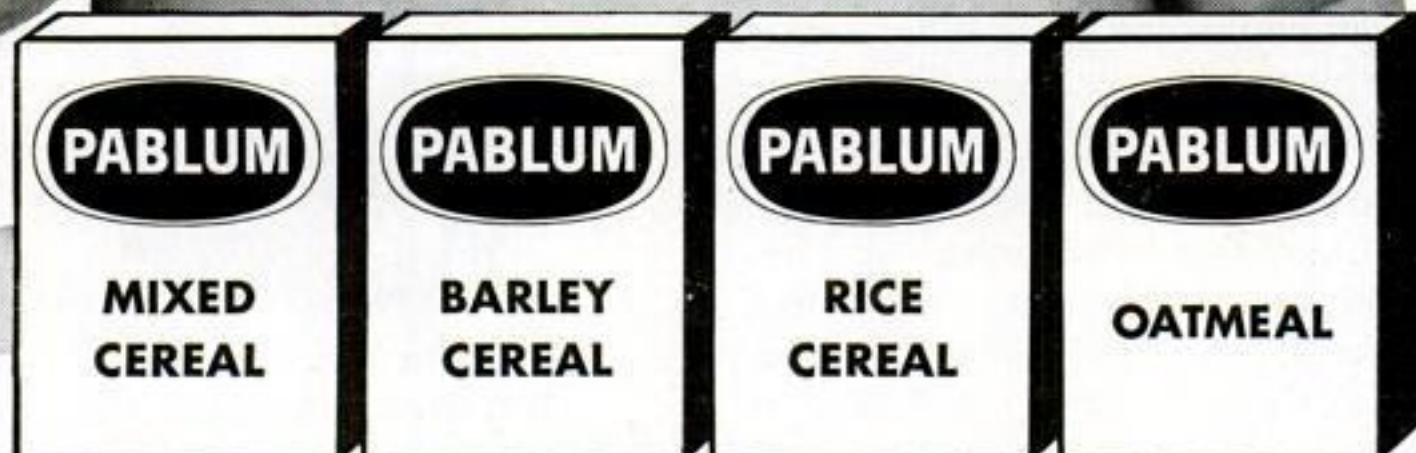
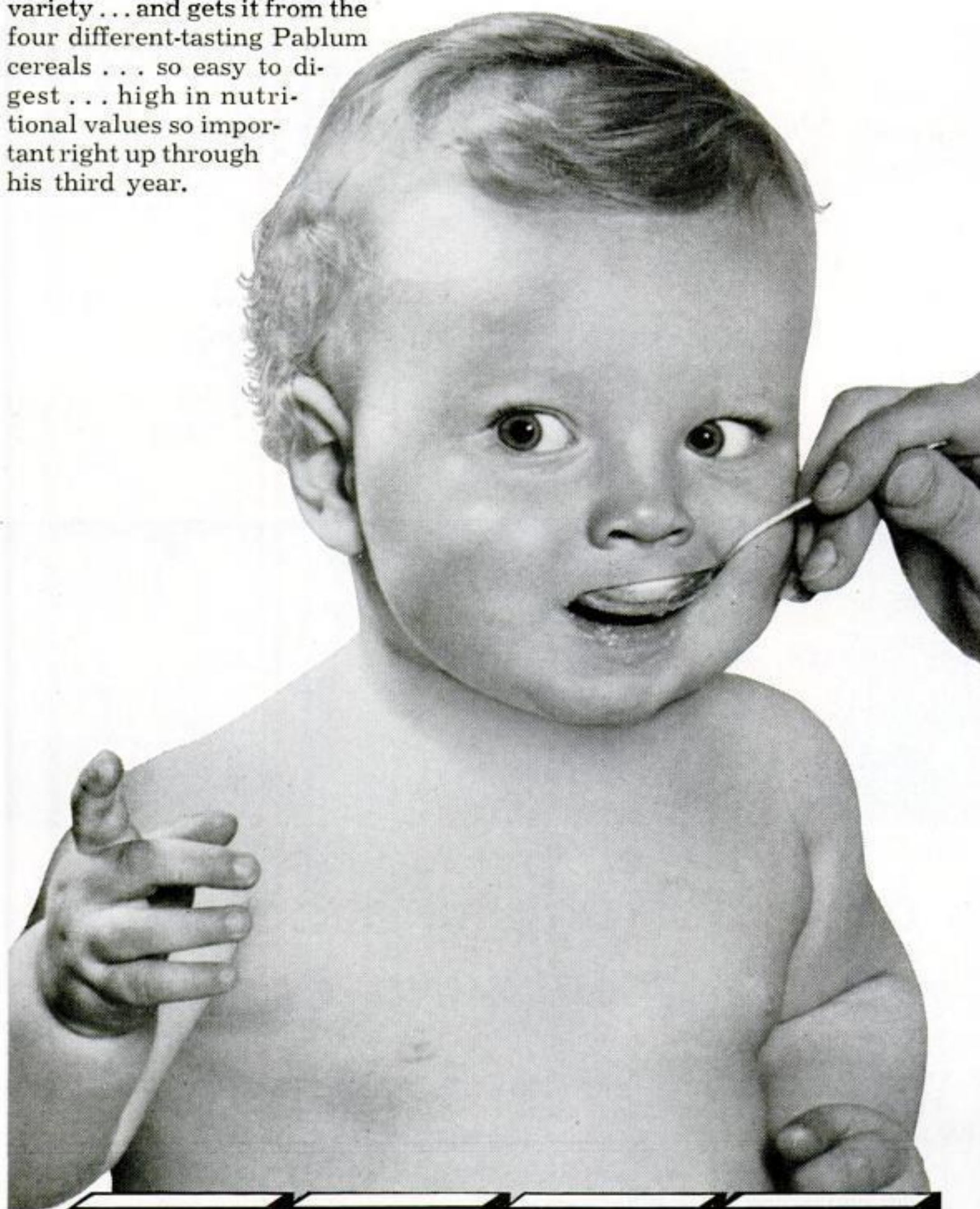
Best for honeys like you—
ever since
Mother was
a baby, too!



Asleep now, but soon his growing appetite will be demanding attention. He craves variety... and gets it from the four different-tasting Pablum cereals... so easy to digest... high in nutritional values so important right up through his third year.



No one knows better than your doctor the many problems mother faces in keeping baby strong and healthy. Visit him regularly with baby. And remember, too, the importance of feeding baby a cereal prepared just for him. Pablum cereals are the products of a company specializing in formula, vitamin, cereal, and pharmaceutical products for infants, children and adults.



4 varieties at your druggist's or grocer's

Pablum® is the original pre-cooked cereal made only by Mead Johnson & Company, world famous for nutritional and pharmaceutical products.



TRIUMPH FOR AUDREY CONTINUED



PALACE SQUABBLE before king takes place after Ondine has married Knight Hans. She accuses Bertha (right), once Hans's lady love, of using tricks and lies to win Hans back.



COURTROOM KISS exonerates Ondine, who, to save her pride, has pretended that she sinned with a poet. Forced to kiss poet, she shows her love for Hans by pulling back in revulsion.

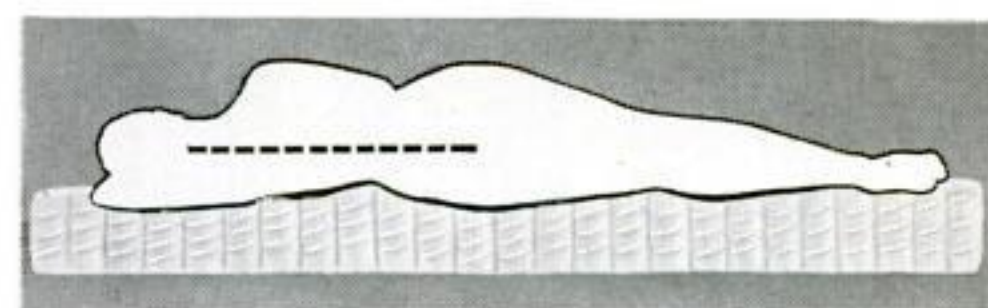
CONTINUED ON PAGE 64

New EXTRA-FIRM model BEAUTYREST gives firmness you need, *plus* comfort you want!



Why sacrifice your rest? Get the firmness you need *plus* the comfort you want. Both yours in new Extra-Firm model Beautyrest* at no extra cost!

Firmness alone is not enough. You need comfort, too. New Extra-Firm model Beautyrest brings you all the firmness you need *plus* the comfort that only Beautyrest is famous for. Beautyrest comfort!



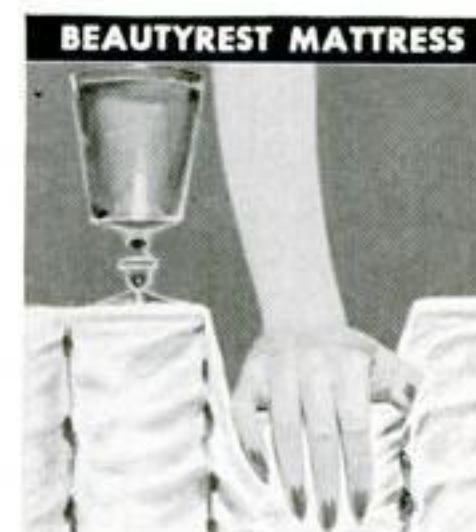
Exclusive Beautyrest independent spring action gives you the right support, in the right places, for your whole body. Here is right firmness, right thickness, right comfort. Your spine is posture-straight every minute of the night!

**Exclusive secret of Beautyrest —
firmness *plus* comfort**

On an ordinary mattress, the springs are locked together by wire. So tight you can't pull them apart. How can they give you the *comfort* you want?

But Beautyrest is *different*. Each one of the 837 springs is independent. Not tied together.

Each spring resists for firmness. Each spring yields for comfort. Each and every part of your body gets firmness *plus* comfort. The inside secret of healthier rest.



Best for pocketbook. In tests by United States Testing Co., Beautyrest lasts two, three and four times longer than other typical mattresses. Beautyrest usually far outlives ten-year guarantee that brings the price of \$69.50 to less than 2¢ a night.

Only Beautyrest gives you a choice

Choose the Normal-Firm model or Extra-Firm model, at no extra cost. (Up to \$10 less than high-priced mattresses that just aren't as good.)

See Beautyrest at your favorite furniture or department store. Convenient payments can usually be arranged.

New EXTRA-FIRM model
Beautyrest
made only by Simmons

*Trade-mark Reg. U. S. Patent Office. Copr. 1954 by Simmons Co., Mdse. Mart, Chicago, Ill.

TRIUMPH FOR AUDREY CONTINUED



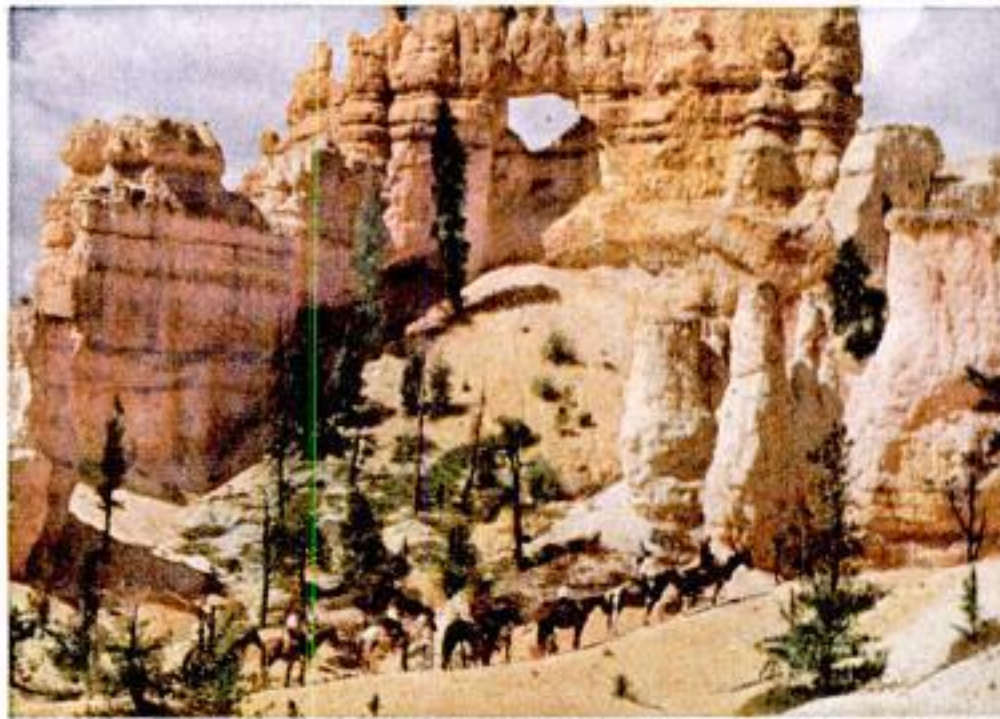
IN FAIRY TALE SETTING designed by Peter Larkin, fisherman and wife appear on platform (center, above) at the king's court, reveal that haughty Bertha is their long-lost daughter and Ondine is really a nymph.

AT FATEFUL ENDING Knight Hans dies, fulfilling the destiny of anyone who has dared to love a non-mortal. Ondine, already beginning to forget her interlude with mortal love, is about to return to her watery domain.

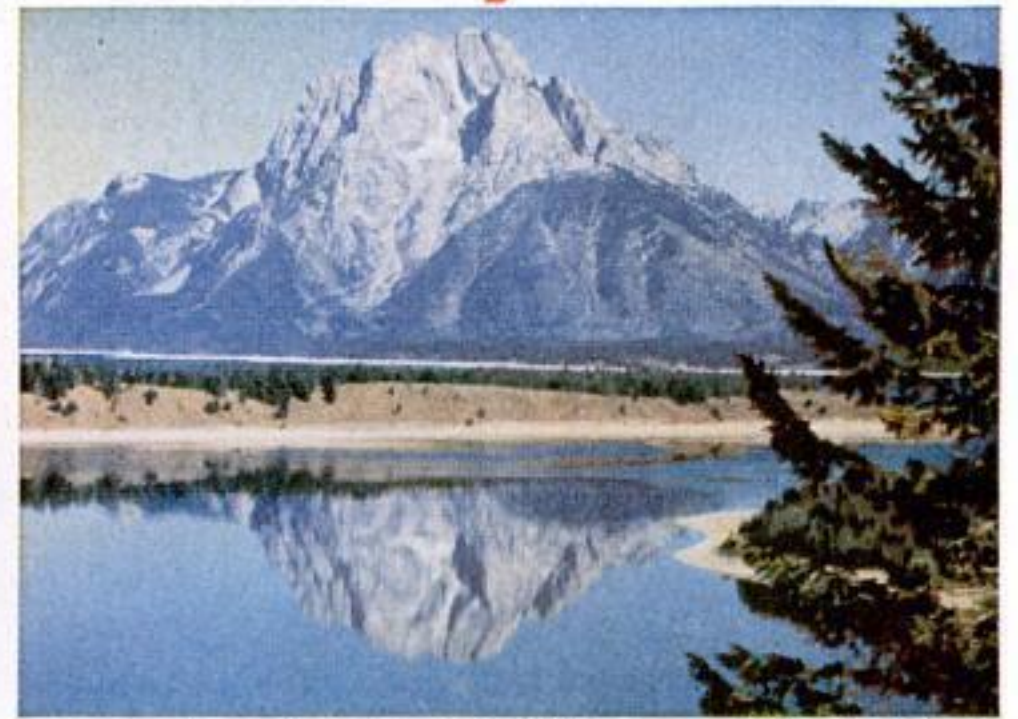




7 Great Vacation Regions



3 in 1 See all 3 — Fantastic Bryce, beautiful Zion, breathtaking Grand Canyon — each colorful, each different, but all grouped for one unforgettable tour.



2 in 1 A few miles from Yellowstone National Park is Grand Teton Nat'l Park — the greatest mountain scenery in America. Both on Union Pacific.



Circle Tour All of California — Los Angeles to San Francisco and beyond — presents a wealth of scenic variety. Rent a car for sight-seeing.



Nearest High Colorado vacationland is centrally located. Majestic mountain scenery, trout streams, cool refreshing climate.



Real West Dude Ranches that make you feel alive! Saddle trips, barbecues, gracious hospitality amid romantic western scenery.

● Restful travel through the West, in Streamliners and other fine trains. Quiet rooms with all conveniences, berths, or deep-cushioned coach seats with leg-rests and reclining backs that invite easy sleep. And, a choice of wonderful dining car meals, freshly prepared and graciously served.

All Available on...



Beauty Pacific Northwest, the evergreen empire where mountain and forest meet the surging sea. Variety of activities. Beyond — lies Alaska.



Sports Sun Valley, Idaho, for all that's fun under the sun — golf, ice skating, swimming, fishing, riding, shooting — everything, with fine accommodations.

Great Vacation Railroad

● Let us help you make this year's vacation the one big memory of your lifetime. Your travel, your lodging, tours, or car rentals, can all be arranged for you.

View the ever-changing western scenery at eye-level. Enjoy congenial company in Club or Lounge car. Relax all the way.

Select the vacation region which interests you most. Then mail coupon or write for the colorful booklet about that region.

For fine trains, fine service and fine foods — go Union Pacific.

Free Booklet!

Room 689, Union Pacific Railroad
Omaha 2, Nebraska

I am interested in region named below.
Please send free booklet.

Region _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Also send information about All-Expense Vacation Tours ☐
If student state age _____ and special material will be enclosed.



UNION PACIFIC RAILROAD

CINEMASCOPE

brings new glory and grandeur to M-G-M's great new musical!



THE LEADING PRODUCER
OF MOTION PICTURES IS
CELEBRATING ITS 30TH
YEAR ANNIVERSARY...
WITH ITS GREATEST
ENTERTAINMENTS!...

*These are a few of the gala jubilee
attractions that will make movie-going
more exciting than ever in 1954!*



A magnificent Technicolor drama of music and romance, **RHAPSODY** stars Elizabeth Taylor as a gilded girl who hungered for love! Co-starred are Vittorio Gassman, John Ericson, Louis Calhern.
Screenplay by Fay and Michael Kanin. Directed by Charles Vidor. Produced by Lawrence Weingarten.



The love story of a dangerous beauty, **FLAME AND THE FLESH** presents Lana Turner as an exotic brunette, co-starred with Pier Angeli and Carlos Thompson. Filmed in color by Technicolor.
Screenplay by Helen Deutsch. Directed by Richard Brooks. Produced by Joe Pasternak.

ROSE MARIE

overflowing with love songs, scenic splendor, brilliant color!



The beloved romance ROSE MARIE becomes the first musical filmed in CinemaScope! Enriched by color and ringing with the songs that have thrilled millions, this spectacular new production stars Ann Blyth, Howard Keel, Fernando Lamas, Marjorie Main and Bert Lahr, with Joan Taylor, Ray Collins. Screenplay by Ronald Millar and George Froeschel. Directed by Mervyn LeRoy. A Mervyn LeRoy Production.

"EXECUTIVE SUITE"



The famed best-seller EXECUTIVE SUITE has been brought to life in the big-star tradition with a cast that includes William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch.

Screenplay by Ernest Lehman. Directed by Robert Wise. Produced by John Houseman.

Now being acclaimed by record-breaking crowds from coast to coast is M-G-M's first production in CinemaScope and in color magnificence, KNIGHTS OF THE ROUND TABLE, starring Robert Taylor, Ava Gardner, Mel Ferrer with Anne Crawford, Stanley Baker. Screenplay by Talbot Jennings, Jan Lustig and Noel Langley. Directed by Richard Thorpe. Produced by Pandro S. Berman.



"Imagine! Our lawn in Life Magazine!"

"We faced quite a problem in our new home. Mounds of dirt and weeds . . . no grass or shrubs. And us with no gardening experience! But we started in. We leveled, seeded, planted—and we used Vigoro. You can see what a fine lawn we have now. Hardly a day goes by we don't receive compliments. We've used Vigoro for everything—it has really worked wonders!" **Mrs. Robert Wilke, Skokie, Illinois.**



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See what a difference Vigoro actually makes! Deeper, thicker roots that increase humus content of soil, making it a better storehouse for food and moisture.

You and VIGORO* can do wonderful things!

We know how you feel.

You *want* a good looking lawn. But you're no gardening expert. And the soil you have to work with . . . if it's like most, consists of subsoil from digging the foundation of your home or imported "top soil" of unknown quality. Not exactly the best for growing thick, beautiful grass!

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It's an actual fact that Vigoro will help grass get green sooner. It will help it *stay* green with less watering all summer. And the effects of using Vigoro are permanent. It helps develop *deep* roots—the real key to lawn beauty—making the soil better and richer year after year.

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Instant Vigoro . . . it's water soluble. You mix with water and apply as a liquid. Ideal for supplemental feeding of summer lawns.

End-o-Weed . . . quickly, effectively destroys dandelion, plantain, buckhorn, over 100 different kinds of lawn weeds.

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End-o-Weed Crab Grass Killer . . . kills tough crab grass and chickweed.



IN ORDINARY MIRROR (BOTTOM) MODEL'S IMAGE IS OPPOSITE OF HER APPEARANCE TO OTHERS. IN THE TRUTH MIRROR (TOP) IT IS CORRECTLY REVERSED

SEEING YOURSELF AS OTHERS SEE YOU



MODEL'S IMAGE is invisible in the first mirror (blue). Second reverses image, reflects it to viewer.

Paris designer's 'Truth Mirror' doubly reverses faces it reflects

In the Paris fashion salon of Designer Pierre Balmain women have been trying on spring hats and dresses before a large mirror which shows them exactly how they look to others. Designed by an industrial engineer named Jean Corbeil, the "Truth Mirror" is actually two mirrors placed at right angles to each other (*left*). A woman standing before them sees her image only after it has been reflected from one mirror to the other and then out to her. In the first mirror her reflection is the reverse of what an observer would see. But the second mirror reverses the reversal, thereby giving the true image. When people comment on the mirror, Corbeil says gaily, "The opposite of the opposite; that is the truth."



INVENTOR'S IMAGE is reversed vertically instead of horizontally when mirror is on its side.

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with fewer calories than
any other leading beer



It is only fair to say that practically all of today's beers are lower in calories than they used to be. All are starch-free, none has more than a negligible trace of sugar.

Still, if you're counting up your calorie quota, it's good to know that independent laboratory tests



Brewed to the American taste . . . to the American figure

show Ballantine has fewer calories than any other leading beer. But Ballantine not only watches your belt-line. It brews to the American taste as well as to the American figure.

Ballantine Beer is the product of 114 years of brewing experience. Brewed from nature's finest

barley malt and hops, it has the same full flavor and fine character that have made it one of America's largest selling beers.

Next time, ask the man for Ballantine Beer—the low-calorie beer with the wonderful flavor that chill can't kill.

P. Ballantine & Sons, Newark, N. J.



"m-m-m, the wonderful flavor that chill can't kill!"



THE HISTORY OF THE INDIANS OF NEW ENGLAND

CONSTITUTION OF THE UNITED STATES OF AMERICA

CONSTITUTION OF THE UNITED STATES OF AMERICA

CONSTITUTION OF THE UNITED STATES OF AMERICA

VOYAGES NOUVELLE FRANCE CANADA

AMERICA

AMERICA

Owanelo

The CASE

AMERICA

Nobilis Matrona ex Secora

HISTORY OF THE INDIANS OF NEW ENGLAND



at three Snake braves advancing over rough Dakota terrain. The artist, Alfred Jacob Miller of Baltimore, traveled with Sir William

Stewart, a Scotsman who went west in 1837 to trade for furs and to investigate the possibilities for investing foreign capital.



YES, BARBARA STANWYCK uses Lustre-Creme Shampoo. In fact, in a mere two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo



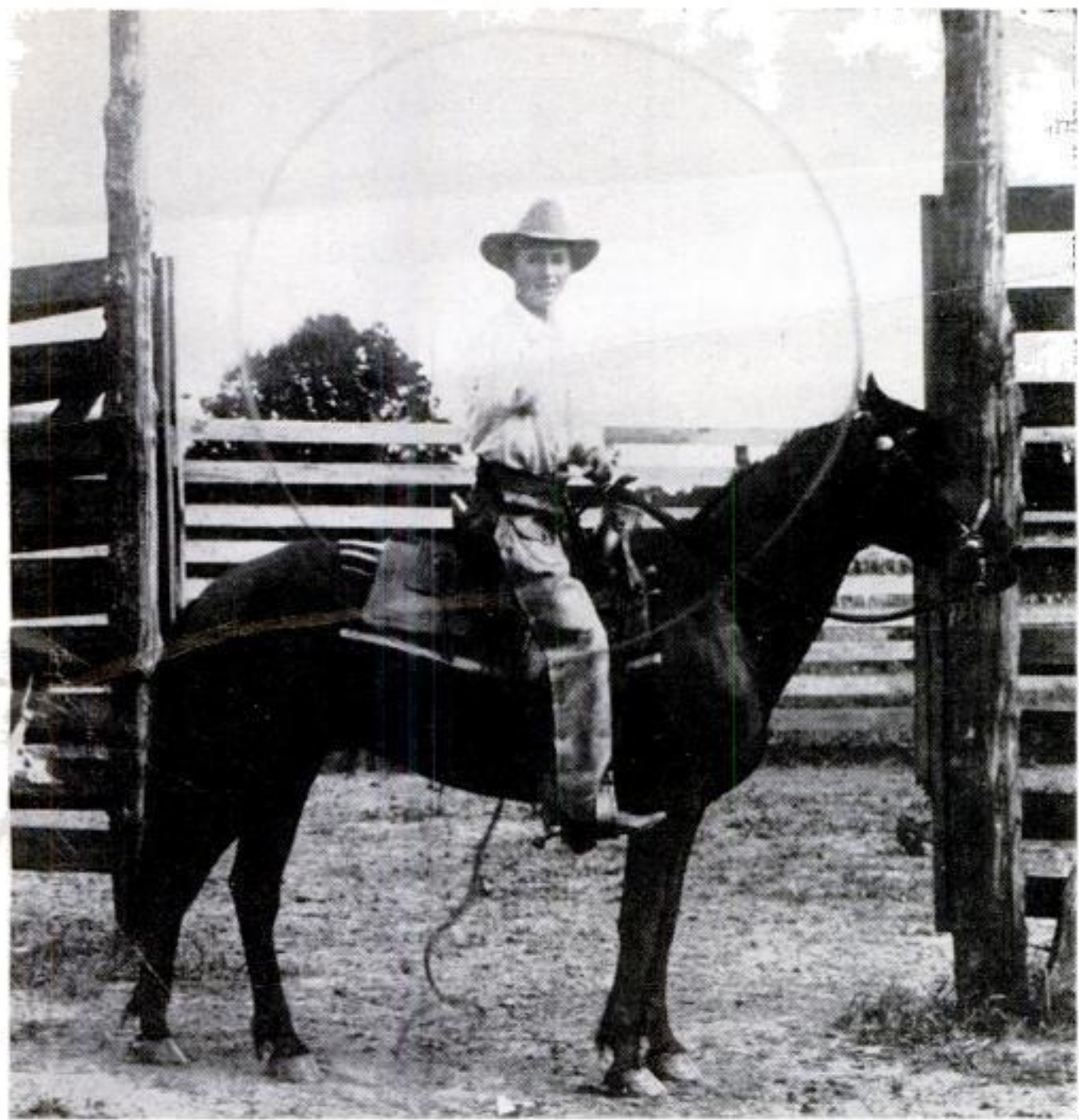
Glamour-made-easy! Never was hair care easier or more rewarding. Even in the hardest water, Lustre-Creme Shampoo foams into lavish, deep-cleansing lather that actually "shines" as it cleans . . . leaves your hair soft and fragrant, gleaming-bright.

Will not dry hair! Wonderful Lustre-Creme doesn't dry or dull your hair—even if you want to shampoo every day! Lustre-Creme is blessed with *Natural Lanolin* to make up for loss of protective oils . . . bring out glorious sheen and sparkling highlights in your hair.

Makes hair eager to curl! Now you can "do things" with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair a joy to manage. Even flyaway locks respond to the lightest touch of brush or comb. And this, without any special after-rinse!



Pour it on . . . or cream it on! . . . Either way, have hair that shines like the stars! Lustre-Creme Shampoo in famous Cream Form—27¢ to \$2, in jars or tubes. In new Lotion Form—30¢ to \$1.



TALENTED COWBOY at 18, Gilcrease could twirl a rope, shoot a squirrel through the eye, was raising his own cattle on land bought with oil money.

Tom Liked Books and Gushers

HE GREW WISE AND WEALTHY

FOR sentimental reasons Oil Millionaire Thomas Gilcrease would like to keep his magnificent collection of frontier and Indian art in Tulsa. There it is housed in a museum shaped like an Indian longhouse and built by Indian labor with stone cut out of the Osage Hills. The museum sits on top of a hill studded with pine, holly and oak in Black Dog Township, which was named for the last of the great Osage war chiefs. From the hill Gilcrease can look in one direction upon a pleasant valley and, in his mind's eye, still see the Creeks, Cherokees and Osages hunting buffalo. Looking the other way he sees the neon-lit skyline of modern Tulsa—"the only picture," he says, "that cost me nothing."

Gilcrease can feel akin to both the neon signs of the whites and the war banners of the Indians. In his philosophic way he has taken on the conscience of the one race, the griefs of the other. His birthright entitles him to both points of view. His father was Scotch-Irish, his mother one-fourth Creek. The eldest of 14 children, he was born in Louisiana, but when he was only a few months old the family moved to the Creek nation in Indian Territory. They built a log house near what is now Eufaula, Okla., and there Tom Gilcrease lived the life of an Indian child. He killed small game with stones, shot fish with a homemade bow and arrow, helped the family cultivate corn, beans, sweet potatoes and tobacco. When he drove a wagon along the road, wild turkeys and their poults would trot along just ahead of the horses. When he and his father set-out fence posts in the grassy plains, prairie chickens lit on the posts to watch the proceedings. In season Tom rose at 4:30 a.m. to plow; before he was 12 he was proud to hear his father say, "Tom can do the work of any man."

Gilcrease went briefly to a one-room, log-cabin school conducted by Alex Posey, the Creek poet. The schooling was rudimentary, but young Tom's imagination was fired by the tales about Indian heroes like Crazy Horse and Sitting Bull, and his heart swelled with pride when he heard of Sequoya, who devised the first alphabet for the Cherokees. But he was saddened when he first heard of the "Trail of Tears," over which in the 1830s the Cherokees and Creeks were driven like cattle from Georgia and

CONTINUED ON NEXT PAGE



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Munsingwear's Nylon-reinforced neckband can't sag ever!
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Pearl Cutex, 39¢
Prices plus tax.



A **GILCREASE STRIKE** in Hughes County, Okla. in 1923 opened up a new field. During his career Gilcrease estimates he has drilled about 300 wells.

FRONTIER CONTINUED

Alabama to Oklahoma. A quarter of them died from mistreatment or neglect by U.S. soldiers in the middle of winter.

The U.S. had told the Indians that this land was to be theirs as long "as the grasses grow and the waters run." But government officials pressed the Indians into giving up tribal holdings, then distributed the land to individual Indians—leaving a large surplus for white settlers. A member of the Creek tribe, Tom Gilcrease was given a 160-acre tract in 1899. The tract, as it happened, sat right over an oil pool. Though oil royalties were smaller in those days and bookkeeping erratic, young Tom made enough money to attend Bacone Indian College and later a teachers' college in Kansas. On his return he had enough cash left to buy another tract of land, and he settled down to farming and raising cattle.

Had it not been for a complication arising out of the oil lease on his original 160 acres of land, Thomas Gilcrease might have remained a part-Indian rancher. In 1909 Gilcrease was persuaded to lease his land for a fraction of its value. When he discovered his mistake he fought the matter through the courts for years and, in the course of his fight, he picked up a thorough education in the technicalities of leasing land and drilling for oil. He began trading in leases and, later, drilling wells with his own rigs. Before long he was credited with some of the most important discoveries in Oklahoma—one very rich oil formation below Bald Knob, Okla. is called the Gilcrease Sand. He also made a considerable fortune. Gilcrease himself still keeps an eye on his oil activities but pays much less attention to them now than to his collection. His two sons, Thomas Jr. and Barton, run his business and his daughter, romantically named Des Cygnes d'Amour, helps him at the museum.

Gilcrease has never lived like the legendary rich oilman. He does not drink, smoke or play cards. An omnivorous reader, he plows endlessly through books of biography, history, geography and natural history. But back in 1912, when he knew little about art, he must have seemed a soft touch to the New York art dealer who set up shop in the Hotel Tulsa and sold him his first painting (p. 84). Gilcrease would probably not look twice if a dealer showed him the painting today, but he bought it then because he thought it "wholesome."

Becoming a collector

GILCREASE'S first trip to Europe was a spur-of-the-moment decision, aboard the *Leviathan*, and he arrived without a hat. He went where he wanted to and stopped at any place that seemed pleasant or rewarding. At the ancient town of Carcassonne, where he had gone for a day, he remained a month, walking the old stone ramparts, enjoying the blossoming almond trees. He made himself learn French and Spanish, and wherever he went he bought paintings and art objects. He worked quietly assembling his collection, talking as little about it as he did about the location of his drilling rigs. Art dealers came to find him a tough customer. "When I'd show him a painting," says one dealer, "he would just sit there quiet and Indianlike. Believing he didn't like the picture, I'd lower the price. It took me a long time to catch on that he was just thinking."

Gilcrease wanted his collection to show not just how Indians

CONTINUED ON PAGE 84

Saving a Vanishing Frontier

PART-CREEK OILMAN SPENDS MILLIONS ON ART OF INDIAN DAYS

"A man," says Thomas Gilcrease, "should leave a track of some sort." Gilcrease, an oil millionaire, is one-eighth Creek Indian, and the track he is leaving behind him is the best collection of art and literature ever assembled on the American frontier and the Indian. The paintings Gilcrease has housed in Tulsa, Okla. document a tragic part of American history—a story of no-quarter war which ended only when one side had virtually wiped out the other. The very names of the men in the paintings—Red Jacket, Black Hawk, Cunne Shote—have the beat of war drums and their stern faces show the determination and defiance which kept the U.S. frontier ablaze for 300 years.

Gilcrease, brought up in Oklahoma territory, got his first oil from land given to him by the government as an Indian allotment. In 1912 he bought a pretty painting of a boy and girl in wooden shoes which provoked him to learn more about art. Visiting galleries in Europe and the U.S. he soon "began to realize that not only the European galleries were full of European masters—the American galleries were too." From that point on he devoted his own collecting efforts to American art. He bought the best work of the famous frontier artists: George Catlin, Charles Russell, Frederic Remington and 250 others. He branched out to collect rare books and manuscripts on American history.

Gilcrease, at first glance, seems the antithesis of some of the fierce Indians in his paintings. He is shy, modest, and while he believes the Indians got a raw deal from the whites, he does not want to dig up any tomahawks. Rather, through his collection, he hopes to give viewers "some knowledge, some pleasure, some new thoughts" about Indians.

In his sentiment for Indian art, however, Gilcrease has run into an ambush. He bought \$2,100,000 worth more than the Gilcrease Foundation, which he had already endowed with \$4,500,000, could afford. Citizens of Claremore, Okla. offered to pay the obligations if the collection would be moved from Tulsa to Claremore. But when Gilcrease was about ready to accept, a group of roused Tulsans, realizing what they might lose, came riding to the rescue. Gilcrease now had to decide what to do (see text following the color pages).



RED JACKET, Seneca chief painted by Catlin, was a great orator who urged Indians not to sell land to whites, fought with British in Revolutionary War.

←**RARE DOCUMENTS** before Gilcrease include the earliest authentic pictures of American Indians (foreground, left), published in 1590; Mohegan chief Owanako's protest (with bird mark) to queen against eviction of his people; earliest known American verse (with ship and warrior illustrations), "Good News from Virginia," dated 1623; "Globus Mundi," 1509, with map drawings, in which word "America" is mentioned for first time. Gilcrease holds only certified copy of original Declaration of Independence known to exist outside Library of Congress.

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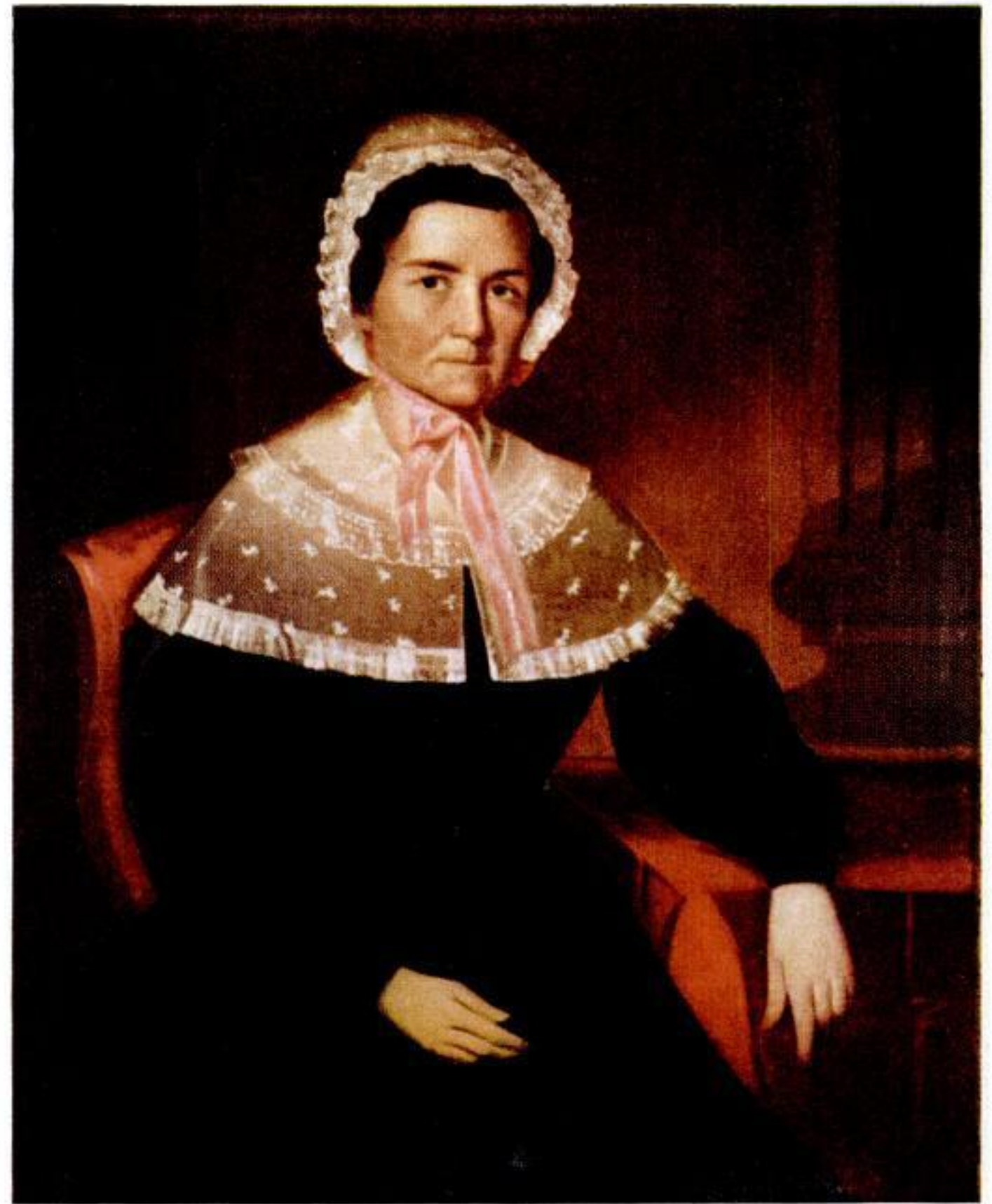


BLACK HAWK AND SON were painted by John Jarvis in 1833 after Sauk and Fox chief, who liked white man's clothes, had been captured

and taken on U.S. tour as trophy of war. Black Hawk War, in which chief tried to drive whites back from Mississippi River, was named for him.



RED JACKET'S GRANDSON, painted by Thomas Le Clear, looks more like English boy than a Seneca. Child's father probably got clothes at a trading post.



SURVIVOR OF DEATH MARCH, part-Cherokee Elizabeth Ross, came west over the "Trail of Tears," on which Indians died from bad treatment by soldiers.



GREAT CHEROKEE WARRIOR, Cunne Shote, held scalping knife as he sat for portrait by Francis Parsons in London. He had gone there to visit George III

after having made peace with the British in 1762. The king gave him the two medals around his neck and the gorget, inscribed "G.R.III" on his breast.

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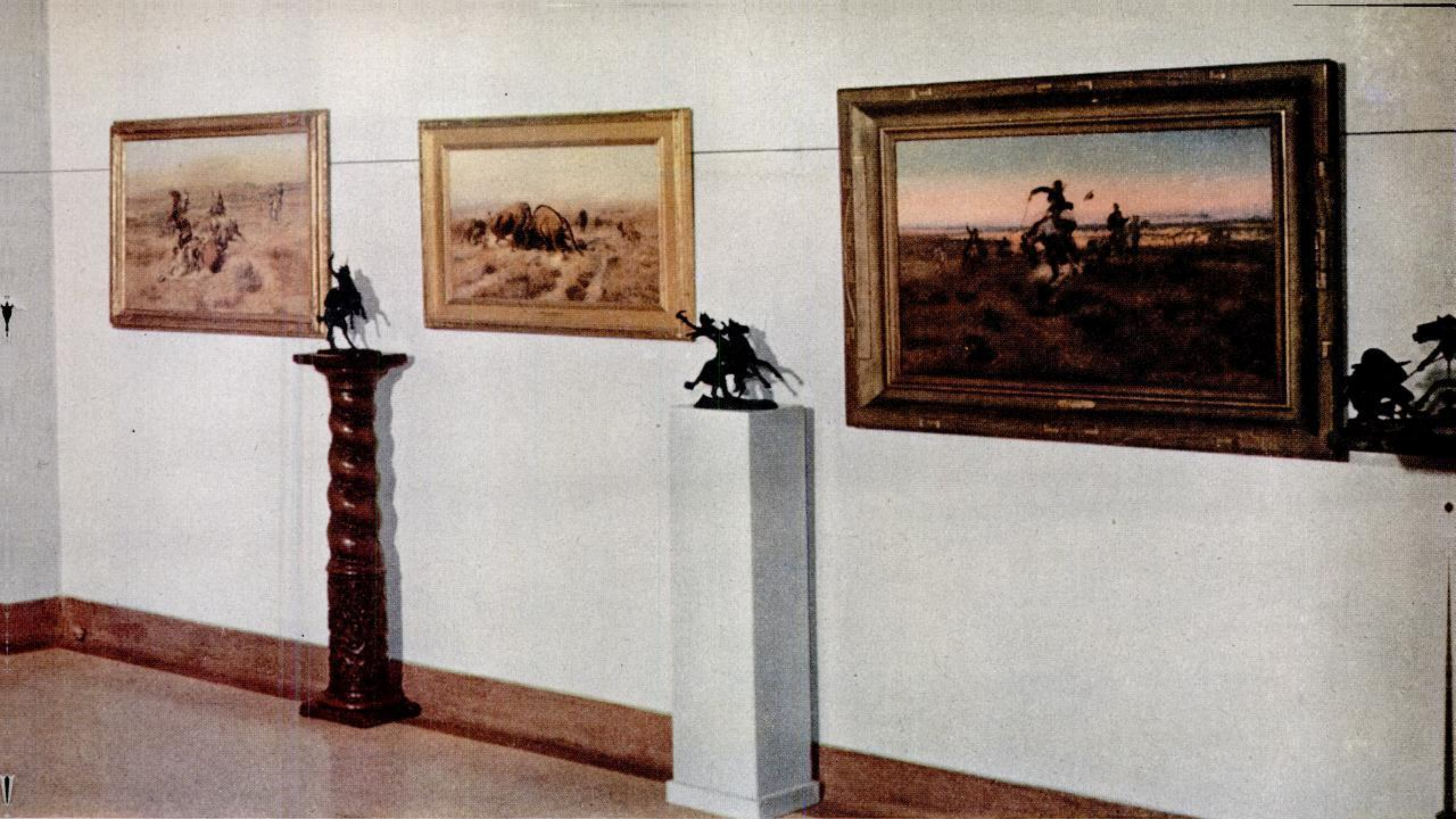
RUSSELL ROOM in museum contains many works of Montana artist Charles Russell, who is Gilcrease's favorite—"he had the human touch." Paintings (left

to right) are *Salute of the Robe Trade*, *White Man's Buffalo*, *Meat's Not Meat 'Til It's in the Pan*, *The Strenuous Life*, *Before the White Man Came* and *A Bad One*.



"WESTWARD THE COURSE OF EMPIRE" symbolizes inexorable force with which whites pushed to Pacific, decimating the Indians as they went. This

scene, which has no particular location, was done in 1861 by German artist Emanuel Leutze, who also did famous painting, *Washington Crossing the Delaware*.



Bronze pieces are *The Buffalo Runner*, showing a Blackfoot shooting a buffalo cow, *Indian Scout*, *Where the Best of Riders Quit*, *Smoking Up*, *The Cryer* and

The Sunfisher. In 1944 Gilcrease paid \$250,000 for famous Cole collection of works by Russell and Frederic Remington, and other cowboy-and-Indian artists.



"THE DISCOVERY," by Remington, shows two half-breed trappers with pack mules coming upon a human skeleton and an assortment of skulls—remnants of

a skirmish between white settlers and Indians. Remington went west in 1880, accompanied General Miles on the final campaign against Geronimo and his Apaches.

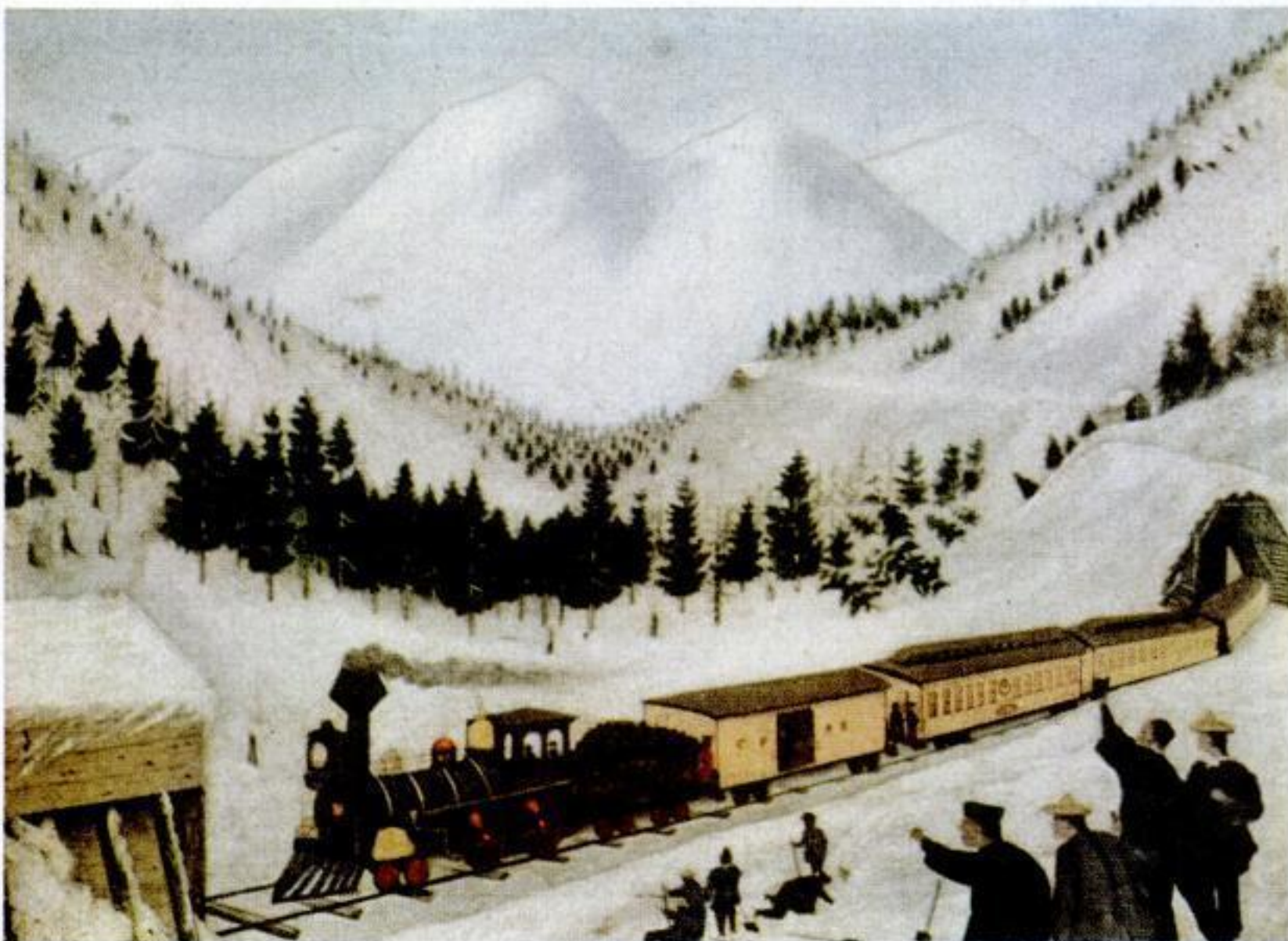
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A GOOD TREATY, one of few that the whites did not break, was made in 1682 by William Penn who agreed to give Delaware Indians fair price for land. Edward Hicks did painting about 1830.



A BAD TREATY, painted by C. C. Nahl, offered Indians \$80,000 in 1866 for Idaho land. But U.S. never ratified treaty and Governor Caleb Lyon (center) was charged with mishandling \$50,000.



THE END for Indians was brought closer when first train of Central Pacific, painted by Joseph Becker, reached Utah in 1869 to join Union Pacific and give settlers a transcontinental link.



A SIOUX ON THE WARPATH, riding a wild-eyed pony with a buffalo skin draped over its back, sets himself to hurl a lance



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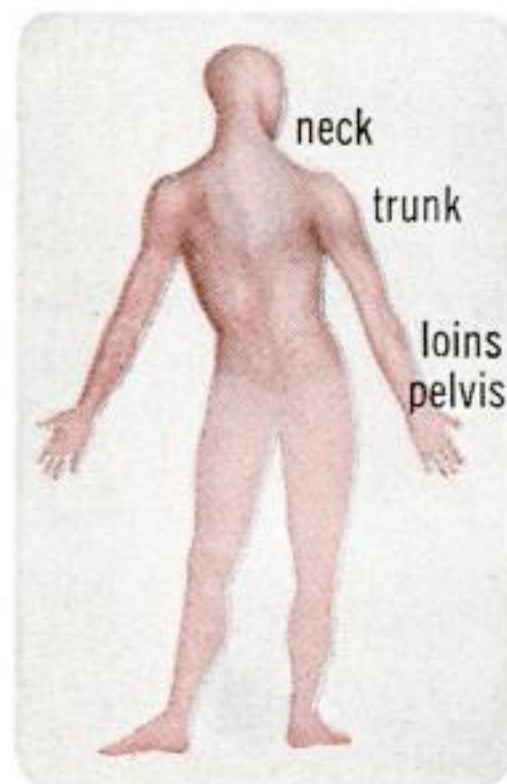
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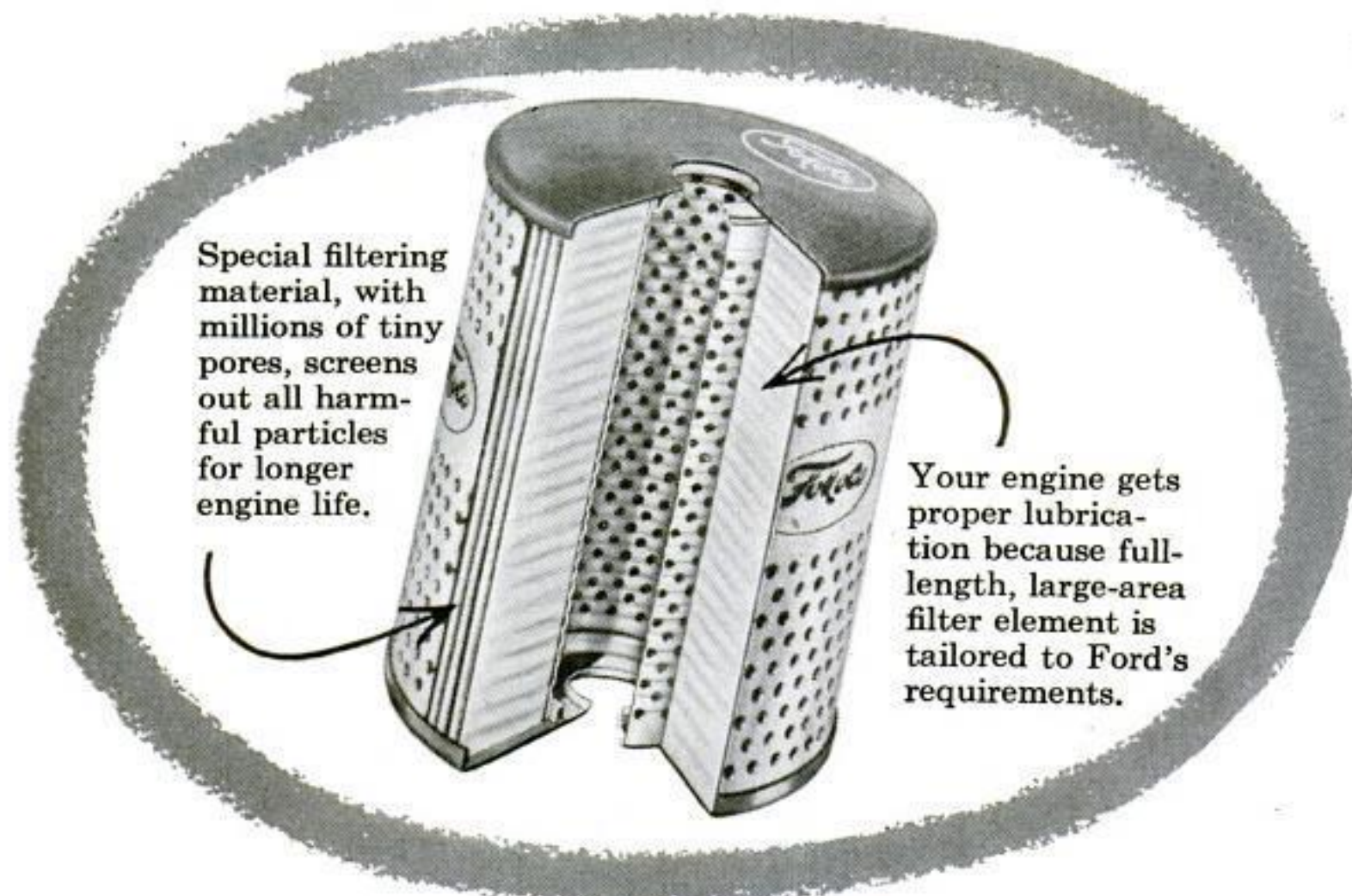
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FRONTIER CONTINUED

looked and lived but also to convey their spirit and mysticism as well. Once Gilcrease was standing near two women who were looking at a painting called *The Sorcerer* by H. F. Farny. It shows an Indian, almost naked, crouched in a desert scene with a sickle moon overhead. One of the women made a clucking sound and said, "I don't see what's so important about that—just another dirty old Indian." Gilcrease, in his always gentle voice, interrupted, begged pardon for doing so and explained, "This is not just a dirty old Indian. He is a medicine man, a priest or minister. He has placed himself at the mercy of the Great Spirit, his God, and is asking for guidance and help just as devoutly as you might ask it in your church. Among his people he is a holy man."

Gilcrease is particularly fond of showing visitors a speech that the Seneca chieftain Red Jacket made in Buffalo to a group of missionaries. The proud old Indian told the group, "You say that you are sent to instruct us how to worship the Great Spirit agreeably. . . . You say that you are right and we are lost. How do we know this? We understand that your religion is written in a book. If it was intended for us as well as for you, why has not the Great Spirit given it to us, and not only to us, but to our forefathers, with the means of understanding it rightly? We only know what you tell us about it. . . . But if there is but one religion why do you white people differ so much about it?"

Not content with perpetuating and defending the memory of dead Indians, Gilcrease has tried to help living ones. Whenever possible he has employed Indians on his rigs. He has bought some 500 paintings by 100 contemporary Indian artists. He has helped at least 100 Indian youngsters to get an education, and when he set up the Gilcrease Foundation in 1942, he stipulated that at least part of its income must go to Indian education.

But there is a limit to a rich man's purse, even if it belongs to an oilman. The Korean war caused Gilcrease to miscalculate on some of his investments and government proration prevented him from pumping extra oil to make up the difference. With his foundation \$2.1 million in debt Gilcrease had to call for help. He could have paid off the debt by liquidating some of his own personal assets—as distinct from the foundation's—but he chose not to do so. He also would have liked to keep the collection in Tulsa, but the Tulsa citizens have not been able to match the money a group from Claremore has put up. This group offered to float a \$3 million bond issue and build a new museum at Claremore across the road from the famous Will Rogers Memorial museum. It would also take over title to the collection in the name of the public. Gilcrease has finally decided to accept Claremore's offer. Not only that, but he will go along to Claremore with the collection. He will build himself a new home there, and in the new museum the curator and guide will be Thomas Gilcrease.



ORIGINAL ART PURCHASE made by Gilcrease was *Rural Courtship* by Ridgeway Knight. Out of sentiment he now has picture in his living room.



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uation (a really good Swiss watch), what Dad wants for his birthday and Mother for her anniversary.

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|---|------------------------|---|
| BREAKFAST Pineapple Juice (½ cup) Quaker Oatmeal (¾ cup) with ½ cup whole milk and 1 tsp. brown sugar Whole Wheat Toast (1 slice) with 1 tsp. butter Coffee (black) | | ADD Whole Wheat Toast (1 slice) with 1 tsp. butter Whole Milk (1 cup) |
| LUNCHEON Corned Beef Hash (3 ounces) with 1 poached egg Salad (½ orange, ¼ cup grapefruit sections, 1 Tbsp. salad dressing, lettuce) Oatmeal Muffin (1 small) with 1 tsp. butter Skim Milk (1 cup) | | ADD Oatmeal Muffin (1) with 1 tsp. butter and 1 Tbsp. jelly Serve Whole Milk |
| DINNER Roast Veal (4 ounces) Baked Squash (¾ cup) with 1 tsp. butter Asparagus (6 spears) Head Lettuce Salad (¼ head) with 1 Tbsp. French dressing Canned Plums (½ cup) Low-Calorie Cooky (1) Skim Milk (1 cup) | | ADD Rye Bread (1 slice) with 1 tsp. butter Butter for vegetables (1 tsp.) Low-Calorie Oatmeal Cooky (1) Serve Whole Milk |

Oats control your weight!



*Look for Weight-Control Menus inside
Quaker and Mother's Oats packages!*

Mother's Oats and Quaker Oats are exactly the same.

8½ GRAMS OF PROTEIN

in this bowl of creamy-delicious hot Quaker Oats with ½ cup milk and 1 teaspoon sugar. Yet only 221 calories.

EASY TO MAKE AS COFFEE!

And just as quick! Simply pour Quick Quaker Oats in boiling water. It cooks completely — ready to serve — in only 2½ minutes!

Wherever fine whiskey is enjoyed the call is for

OLD Sunny Brook BRAND

Some men like the mild, mellow Old Sunny Brook blend; others prefer the rich and flavorful straight. All over America—from sunny California's famed Pebble Beach golf course to an icy trout-filled stream in Maine—wherever men with an instinct for quality gather, more Old Sunny Brook, *Blend* and *Straight*, is served and enjoyed than any other Kentucky whiskey in the world!

"Cheerful as its Name"



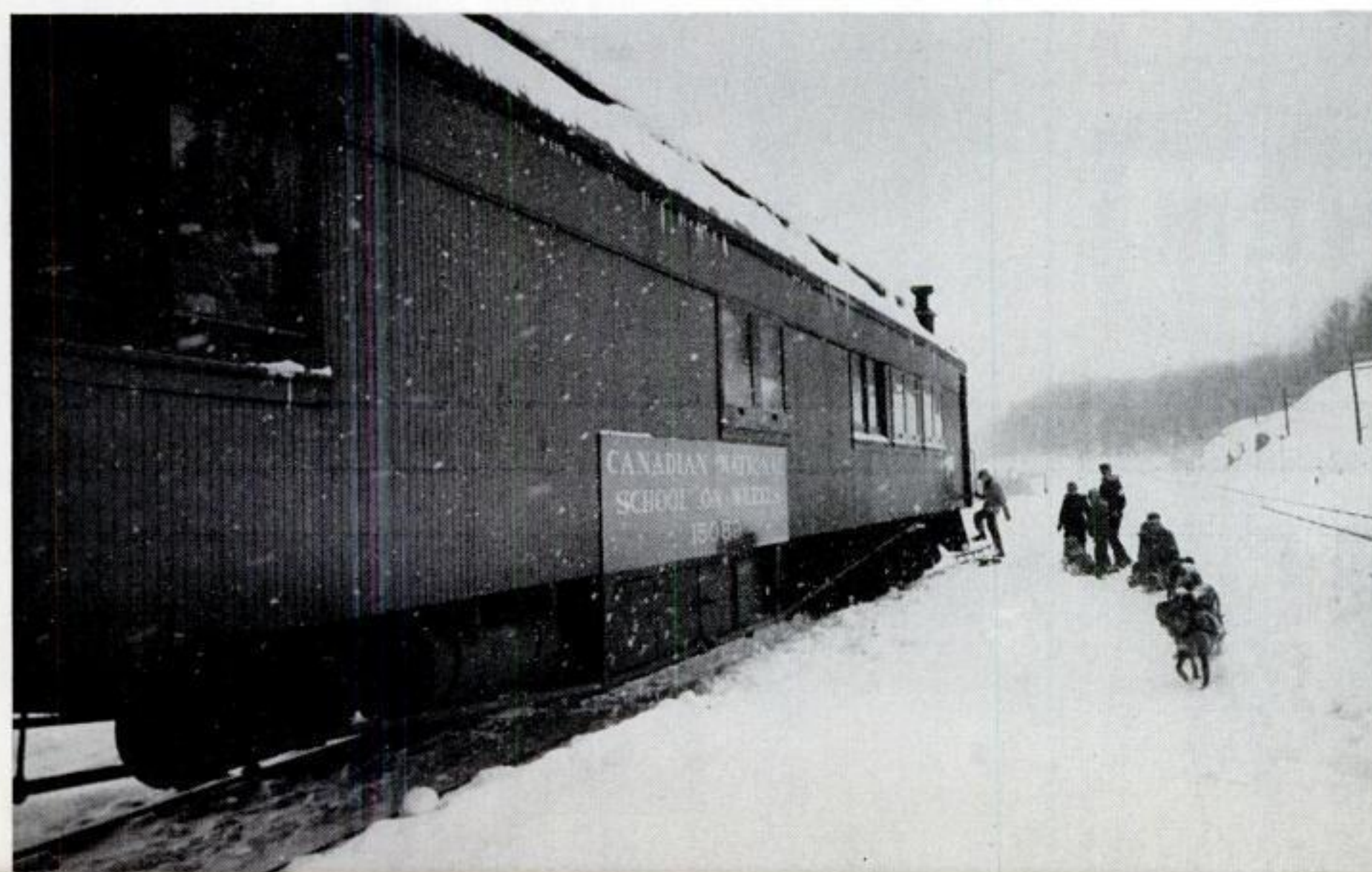
WORLD'S
LARGEST SELLING
KENTUCKY WHISKEY

POSING PROBLEM in arithmetic, Teacher Fred Sloman huddles over two second-graders so as not to disturb a first-grader and fourth-grader behind.

School in a Rail Car



A TRAVELING TEACHER EDUCATES THE CHILDREN OF ONTARIO WILDS



In northern Ontario where settlements are so sparse they are not even villages, Fred Sloman, 59, was teaching school last week—as he has for the past 28 years—in a railroad car. His pupils are the children of bush-country trappers and railroad section hands, and his course of study is the complete public school curriculum of the province of Ontario.

Five days at a time the school is parked on a siding and Sloman teaches any grade from one to 11. The largest enrollment on his 148-mile circuit is nine pupils. At week's end an engine moves the school car, one of six operating in Ontario, to the next stop. For the pupils who stay behind it will be five weeks before they see Sloman again. When he returns there is no excuse for homework not being done.

← FIVE PUPILS ARRIVE FOR SCHOOL BY DOG SLED

GET Better Shaves USE Fewer Blades!

because all 3 **MENNEN SHAVE CREAMS**
wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — *and this big bonus:* they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the empty carton — we'll refund your money in full.

THE MENNEN COMPANY, MORRISTOWN, N. J.



(Also available in Canada)

Lather Regular 33¢ and 53¢ • Brushless 29¢ and 47¢ • Lather Menthol-Iced® 53¢

MENNEN *shave creams* FOR MEN

RAIL CAR SCHOOL CONTINUED

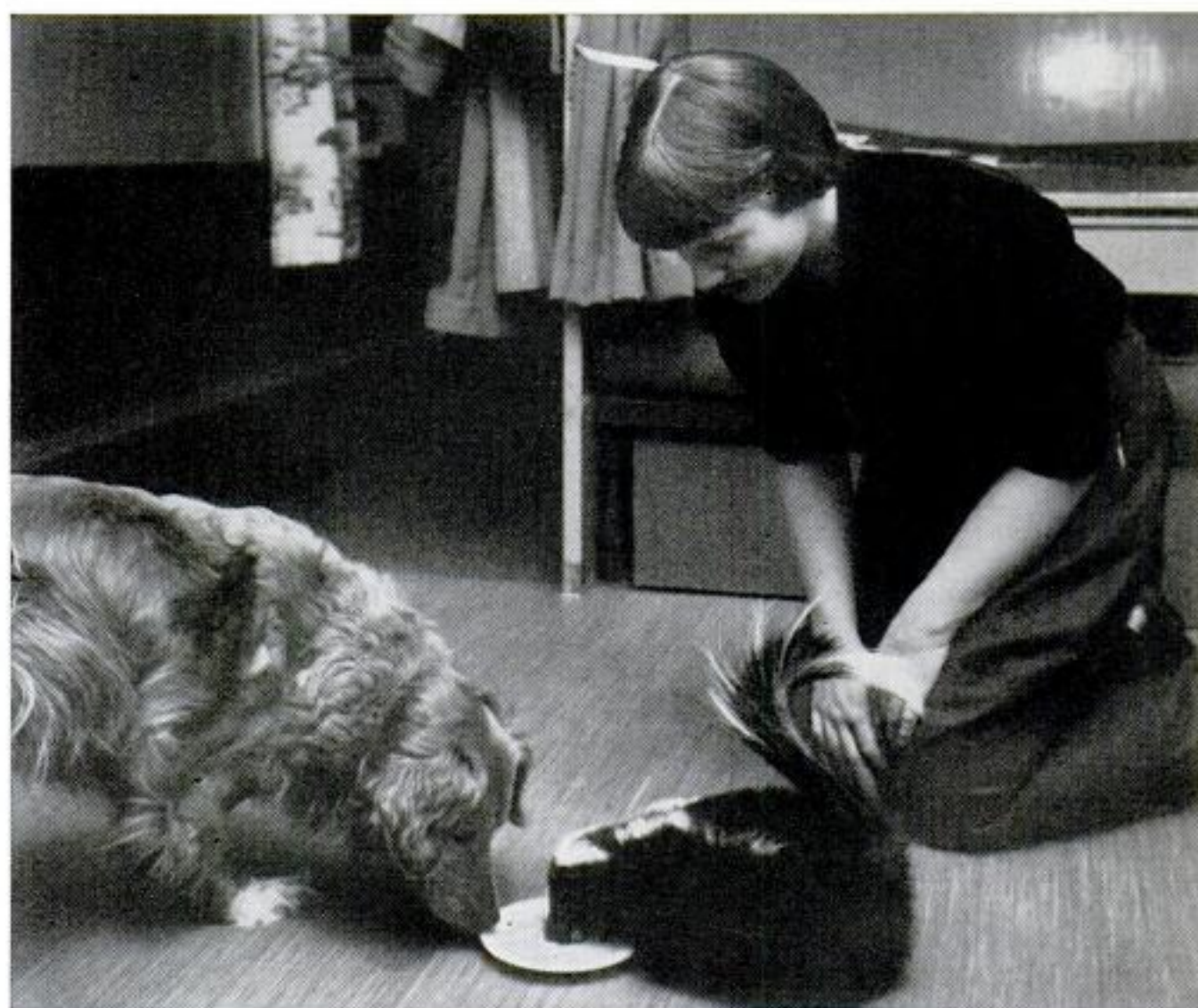


SLOMANS "AT HOME" enjoy a few moments of privacy in rail car living quarters at end of school day before bush-country residents drop in to chat.

A HOME FOR FAMILY TOO

Behind the classroom, jammed with globes and teaching gadgets, is the Sloman winter home—a 28-foot section of the car which to the teacher, his wife and their 15-year-old twins, Bub and Fredda, is living, dining and bedroom, and to others is a community center. There Mrs. Sloman is instantly ready to serve coffee and cakes—the coffee pot is simmering almost continuously—while her husband makes out tax blanks and mail-order forms for his callers.

This is the last year Sloman will be teaching his own children; next fall the twins will prepare for college by finishing their senior year in Clinton, Ont. The three older girls, whose photographs decorate the living room (*above*), have gone on to become respectively a doctor, a statistician and a nurse. What they have accomplished since leaving their father's traveling school has been done mostly on their own. For all his selfless effort Sloman gets an annual salary of only \$2,900.



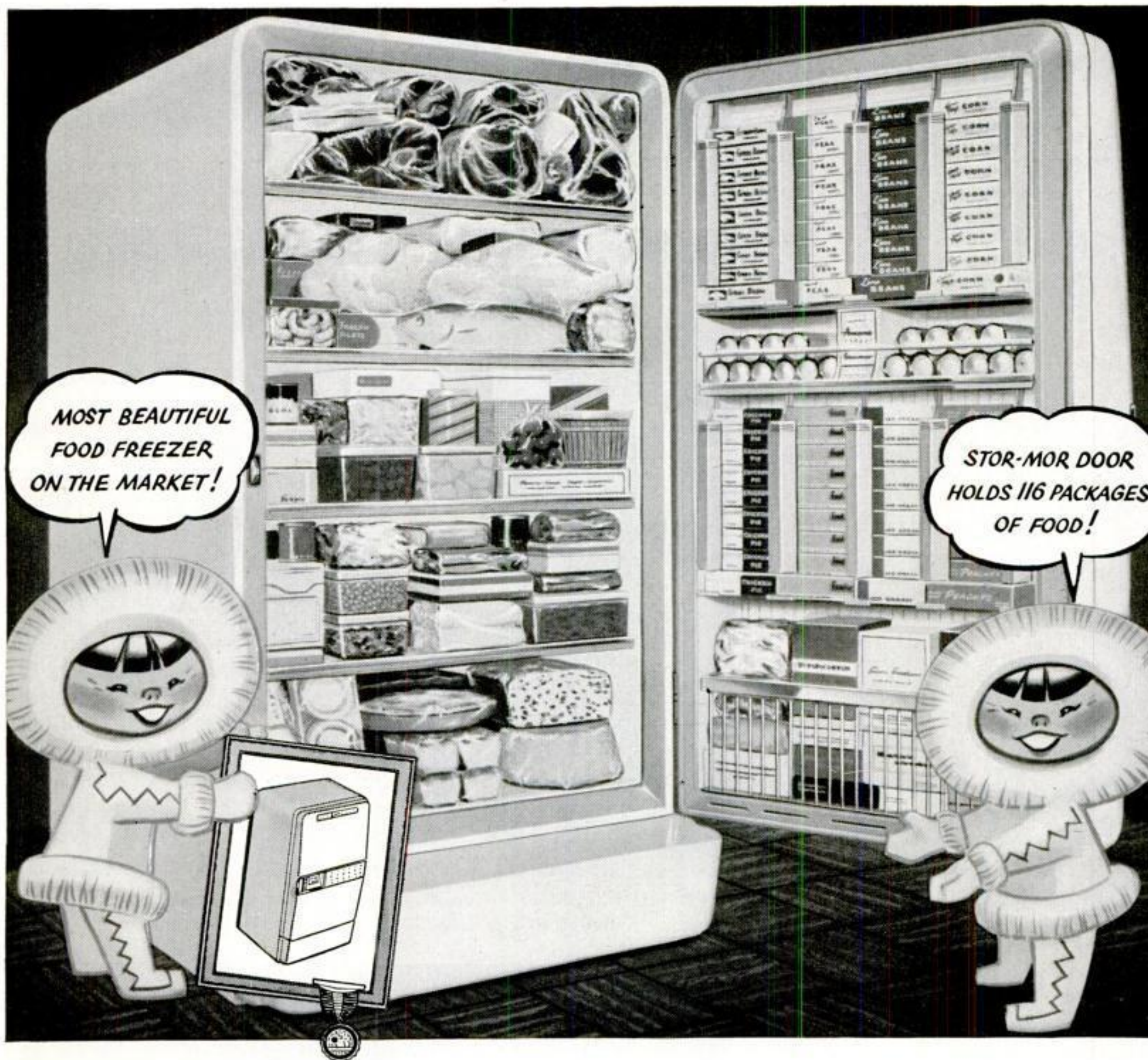
FRIENDS OF FAMILY Sandy, part spaniel, and Petunia, the pet skunk are fed by Fredda Sloman, who, with twin brother, attends father's school.

CONTINUED ON PAGE 92

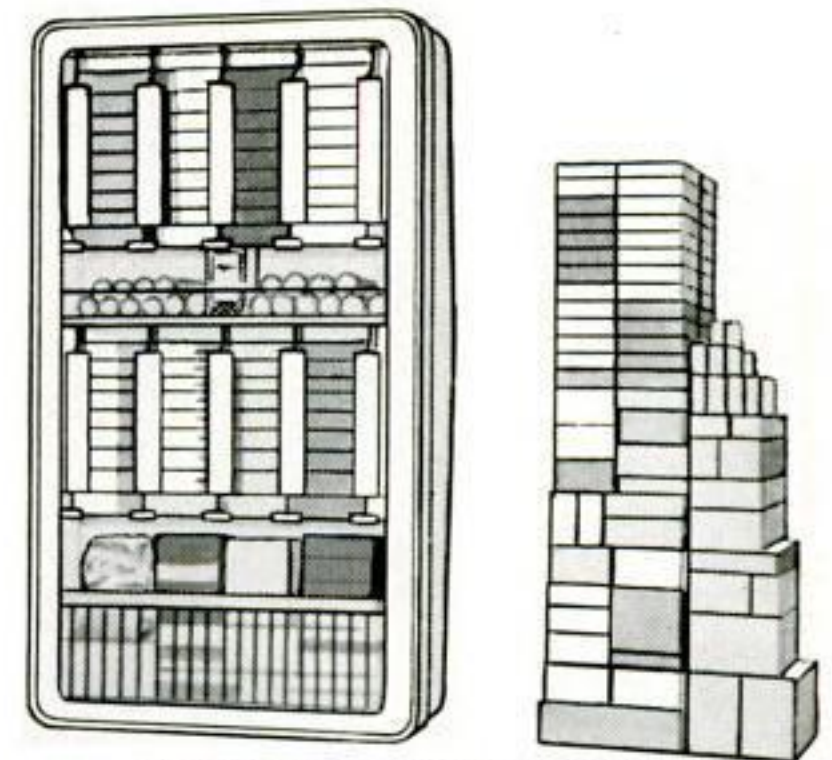
See Amana First... NEW FOOD FREEZER GUARANTEED TO OUTPERFORM ALL OTHERS -

FREEZES FASTER AT LESS COST - MAINTAINS EVEN ZERO TEMPERATURE - AND TO TOP IT ALL -

Amana Stor-Mor* Door!



Try Getting 116 Packages in the Door of Any Other Freezer!



AMANA (19.6 CU. FT.) HOLDS 116 PACKAGES!
AMANA (15.4 CU. FT.) HOLDS 79 PACKAGES!



4 times more "up front" storage—The Stor-Mor Door gives you 4 times more "easy-to-see," "easy-to-reach" storage... almost a month's supply of food... the greatest amount ever possible in *any* freezer!

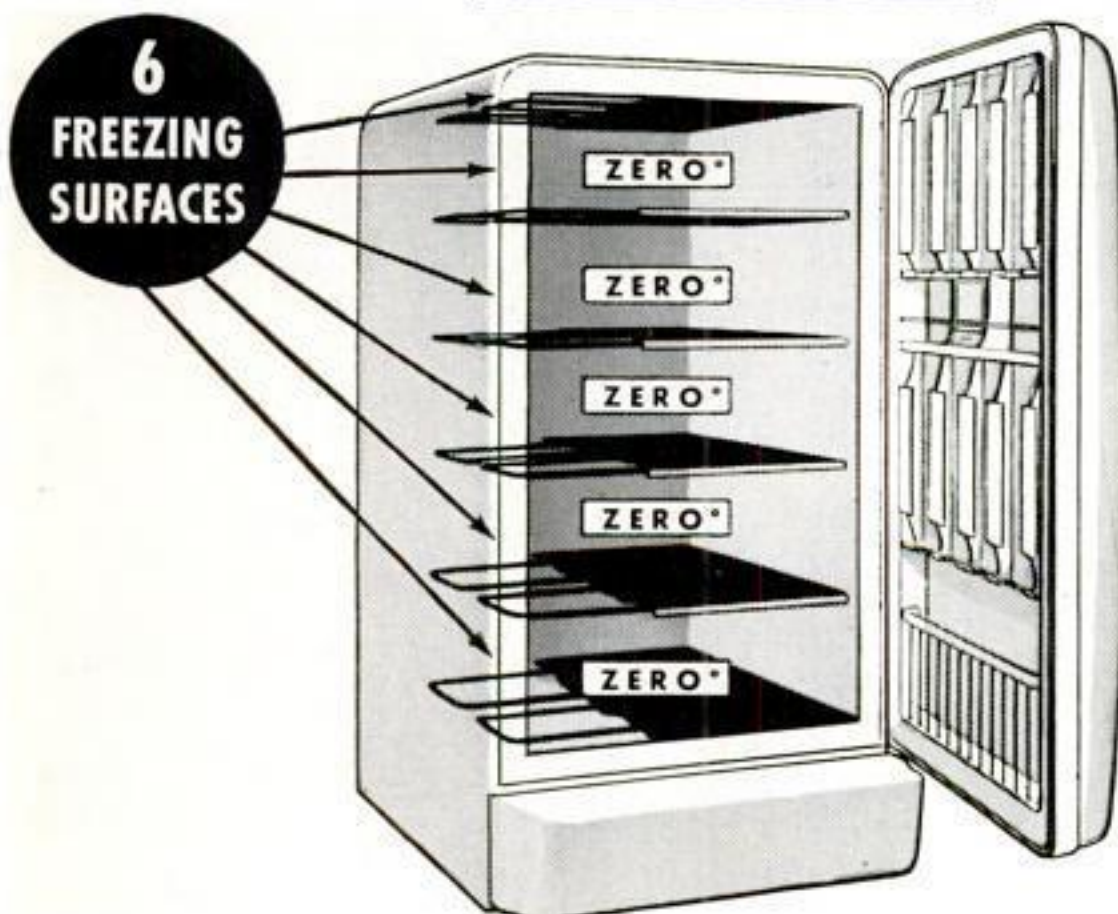
Dispensers serve packages automatically—at a flick of a finger! Food is served in correct order automatically—first package stored is the first package served.

Full-vision light—illuminates freezer interior. No more fumbling or searching.

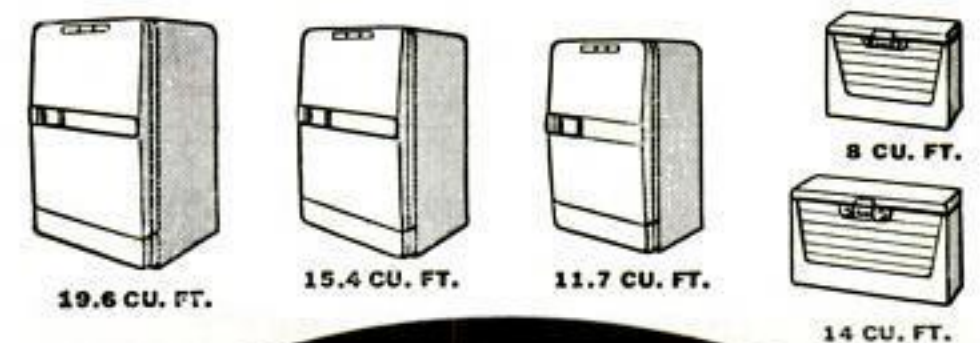
Most beautiful design—gracefully styled. Exterior is rich gold and chrome. Interior features glacier green and gold trim.

Costs as little as \$2.85 a week to own... after small down payment. See your Amana dealer today.

Amana Guaranteed to Outperform all others!



- ✓ **Freezes food faster**
"Single unit" construction of seamless refrigeration tubing and aluminum shelves freezes food faster than any method known in home freezing.
- ✓ **Keeps food safer**
6 freezing surfaces—all food is on or directly below a prime freezing surface. The Amana design creates "even zero" temperatures in every part of the freezer.
- ✓ **Costs less to operate**
The scientific design of the Amana permits the Powerpac Freezing Unit to freeze so fast it operates only a fraction of the time required by ordinary freezers... at much less cost!



World's Largest Manufacturer of Food Freezers
Backed by a century-old tradition of fine craftsmanship

*Only Amana has the exclusive patented Stor-Mor Door.

AMANA REFRIGERATION INC., AMANA 2, IOWA



Feed your dog like this Dash-fed champion!

Champion Little Andely's Juniper Lad literally explodes into action with a jet-like lunge for which the greyhound is famous. A most important factor in maintaining this champion's superb condition is his diet. That's why he's Dash-fed! Your dog, too, deserves Dash to help him *look* his best and *feel* his best! Dash is fortified with liver—the richest of all meats in protein, vitamins and minerals. Then, to make Dash the *complete* dog food, these essential nutrients are balanced with the proper amounts of carbohydrates and natural fats. Your dog will be happier and healthier when he's Dash-fed! Dash is prepared under U.S. Department of Agriculture supervision.

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



A product of Armour and Company



PUTTING OUT FIRE in a model of a country store which Sloman built for his pupils, Jackie McKee, 5, learns how the water tank operates by gravity.



IMPROMPTU RECESS gives Clifford Beaucage, 6, a chance to work with blocks, as schoolmates giggle at his explanation that he is making a pigpen.



ENTERTAINING PARENTS of Clifford, Sloman's get into men vs. women game of Crokinole. Object is to knock opponents' checkers out of the circle.

CONTINUED ON PAGE 95

family size!

party size!

King Size Value!

it's the big
extra handy
extra thrifty
Sealtest
half gallon



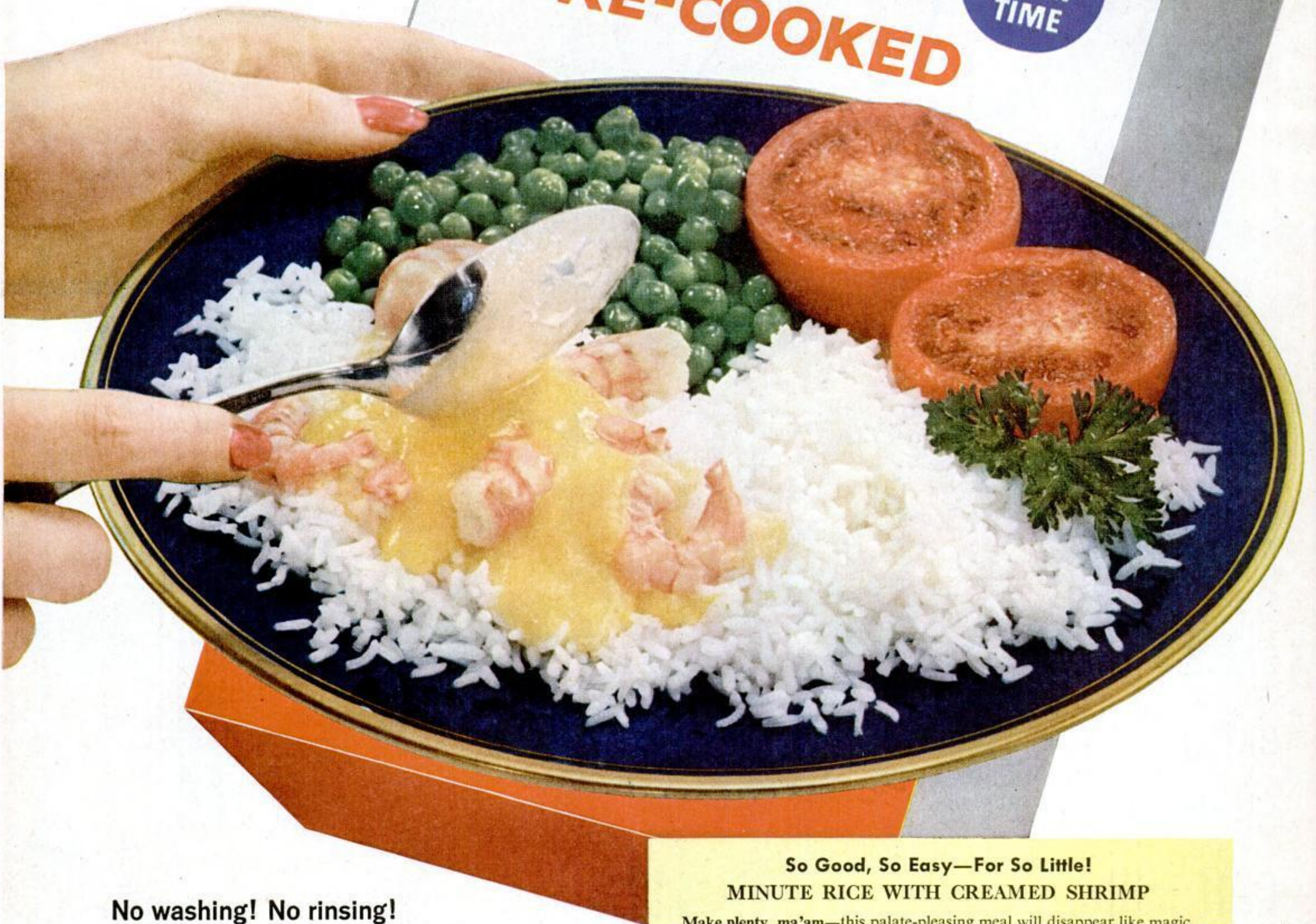
• Sealtest is a trademark of National Dairy Products Corporation, and identifies products of the Corporation and its divisions.
It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.

REVOLUTIONARY NEW RICE

NO OTHER RICE LIKE IT!

Just add to boiling water
to make
PERFECT RICE
instantly!

MINUTE
BRAND
RICE
PRE-COOKED
PERFECT
EVERY
TIME



No washing! No rinsing!

No draining! No steaming!

It's foolproof! Simply add Minute Rice to boiling water—and see every grain come out plump, tender and separate for *sure!* You can't make this pre-cooked rice any way *but* perfect! Leaves no sticky pans. Costs so little . . . and the family package is extra-thrifty. Get one, soon!

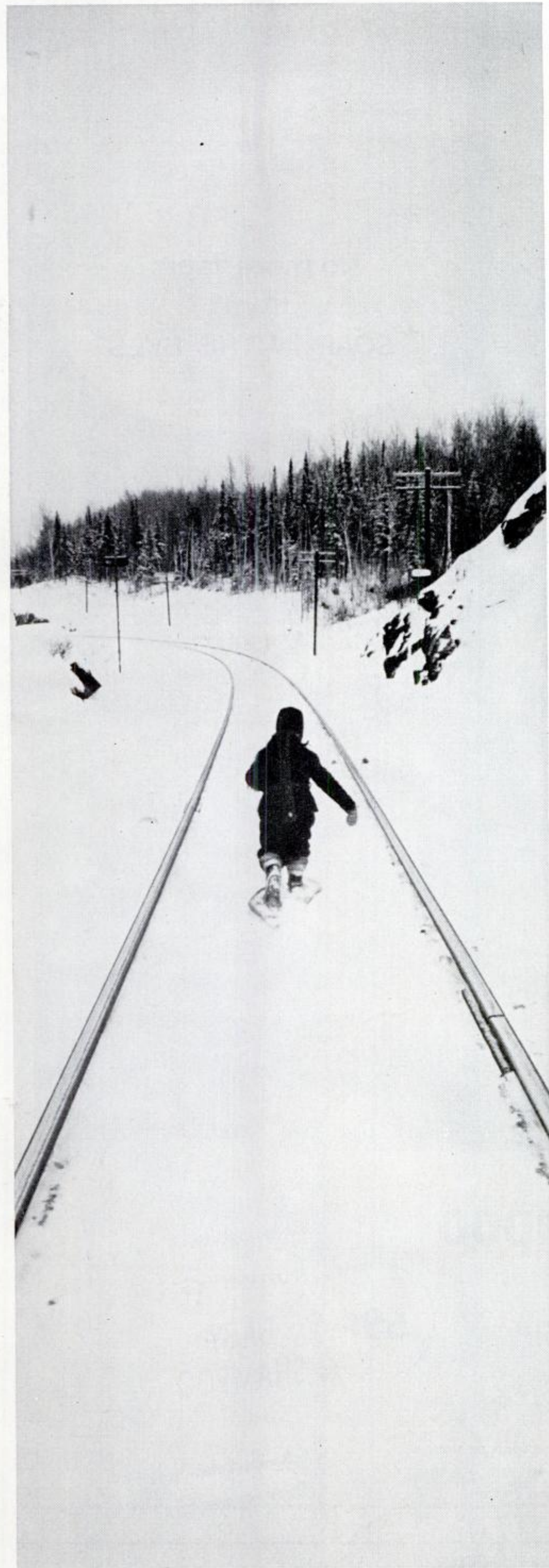
A Product of General Foods

So Good, So Easy—For So Little!

MINUTE RICE WITH CREAMED SHRIMP

Make plenty, ma'am—this palate-pleasing meal will disappear like magic. Like magic, too—the easy way you make the perfect rice. For 4, just add 1½ cups Minute Rice and ½ teaspoon salt to 1½ cups boiling water. Cover and remove from heat; let stand 13 minutes. Quick as a bunny—you have rice that's snowy and fluffy for *sure!*

Spark up your meals with Minute Rice served *many* ways—with meat, poultry, sea food . . . for main dishes and desserts. Try the made-in-minutes recipes on every package. They're Minute Rice marvels!



HOMEWARD BOUND after morning classes, Jackie McKee snowshoes for three quarters of a mile along railroad tracks. After lunch he hikes back.

GET THIS FEDERAL VOGUE BARGAIN

ADVERTISED IN **LIFE**

SPECIAL 89¢

5/8 QT.

1 QT.

1 1/2 QT.

ALL FOR 389¢

*Slightly higher in distant points and Canada

HURRY! SPECIAL PRICE FOR LIMITED TIME ONLY!

Get yours before they're out of stock! These sauce pans are the kind you use all the time . . . the ones you never have enough of. Get all three—for only 89¢ . . . at housewares counters everywhere.

**NEW
EVERKOOL
HANDLES!**

Cooler—with an insulating blanket of air in the hollow handle. Sturdy . . . comfortable to hold. No deep cracks to catch dirt.

Federal Vogue Enamelware contains **TITANIUM**—the miracle element that makes it whiter, stronger, longer lasting.

USE THEM FOR JUST ABOUT EVERYTHING!

**GLEAMING WHITE
PORCELAIN ENAMEL
ON STEEL**

—with colorful red handles and trim
SOAK CLEAN . . . NO SCOURING!
**MATCH YOUR RANGE
AND REFRIGERATOR!**

- TO**
- MAKE SAUCES . . .
 - HEAT LEFT-OVERS . . .
 - SCALD MILK . . .
 - MELT SHORTENING, PARAFFIN . . .
 - BOIL EGGS . . .
 - MAKE SYRUPS . . .
 - WARM BABY'S BOTTLE

COMBINATION COOKER

ROUND DISH PAN

WATER PAIL

COVERED SAUCE PAN

OBLONG DISH PAN

FLAVOR SAVER POT

COMBINET

CANNER

PERCOLATOR

FEDERAL VOGUE ENAMELED WARE
Titanium added for extra life

Also makers of popular priced FEDERAL NU-BRITE ALUMINUM WARE



New Johnson's Baby Shampoo

- Won't **BURN** or **IRRITATE** eyes like ordinary shampoos
- Gets hair **GLORIOUSLY CLEAN** in the pleasantest way ever

HERE'S how to end shampoo-time tears and temper. It's new, exciting Johnson's Baby Shampoo—a scientific miracle that doesn't burn or irritate delicate little eyes the way ordinary shampoos do!

Johnson's Baby Shampoo is pure as can be, safe for tiniest tots—yet it leaves hair sparkling clean, easy to comb. Sudses in hard or soft water

... rinses out quickly, completely. Equally fine for dry or oily scalps.

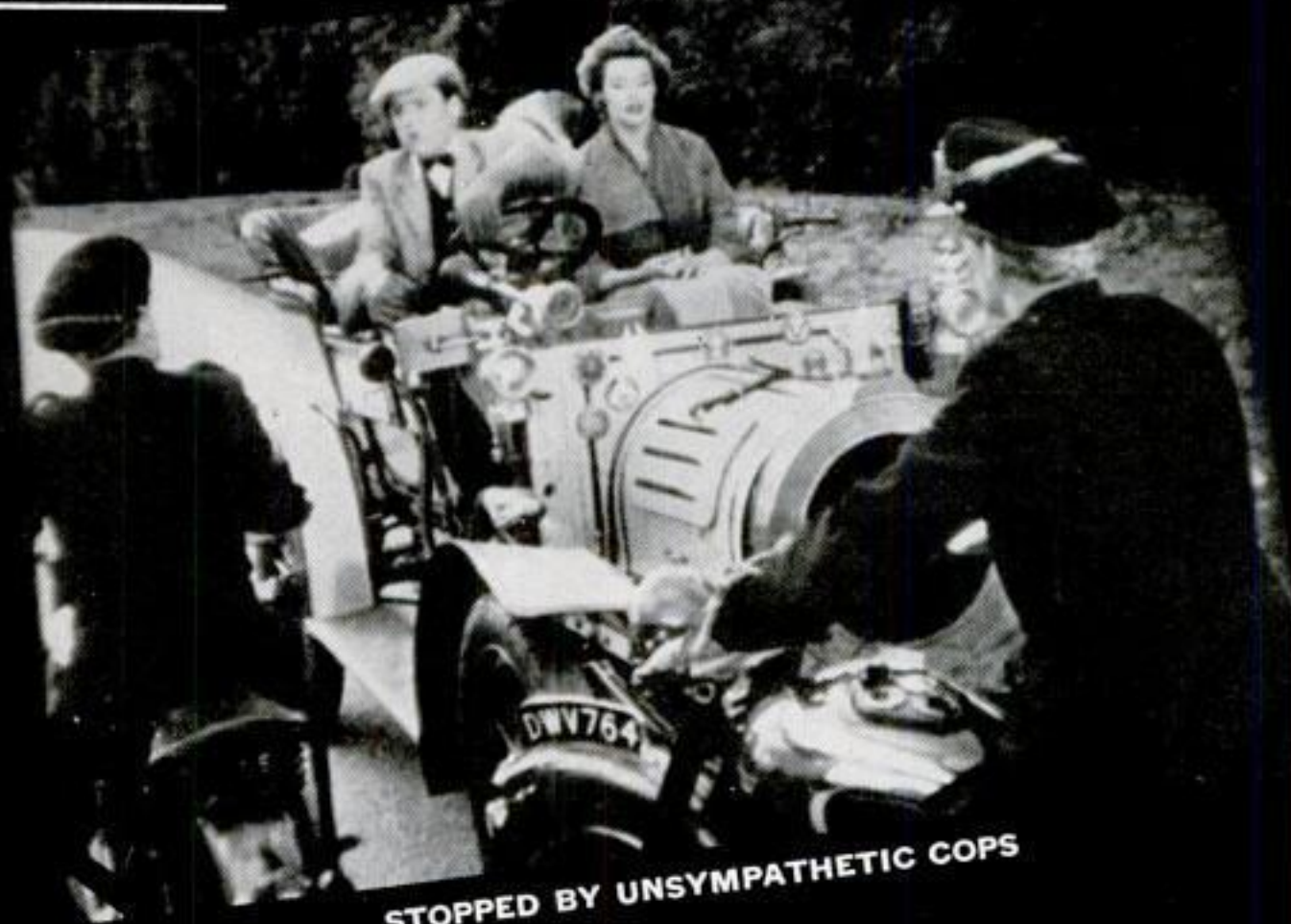
Get this new, fresh-scented shampoo at your favorite drug counter—today. Another exclusive, *dependable* Johnson's Baby Product.

Guaranteed by

Johnson & Johnson

59¢





STOPPED BY UNSYMPATHETIC COPS



BLOCKED BY SHEEP IN THE ROAD



STUCK IN A MUD PUDDLE



WRECKED BY BROKEN STEERING WHEEL



BLOCKED BY ONE-WAY COUNTRY LANE



PUSHED UP TO THE FINISH LINE

Hilarious Album of Mishaps

A CAR NAMED GENEVIEVE IS THE HEROINE OF A COMEDY ABOUT OLD-AUTO LOVERS

The catalog of misadventure above, reminiscent of a rugged by-gone era of motoring, is the basis for most of the many laughs in the new J. Arthur Rank movie, *Genevieve*. Heroine of the piece is a 1904 Darracq roadster called Genevieve, owned by a young barrister who seems to love his car more than his job, his life or his wife. He tootles Genevieve off on an annual commemorative sports-car rally from London to Brighton in the company of his resigned wife and a lot of other ancient cars,

including a 1904 Spyker driven by his bitter rival. Tempers flare and the hero bets his beloved car that he will get back to London first. What lifts the ensuing mad race above the level of mere Mack Sennett wackiness is the blind devotion of these antique hot-rodders. Even at a crucial moment in the race, with his rival rushing towards the finish and his car at stake, the hero stops politely for a nostalgic technical chat with a nice old gentleman who sees in Genevieve the image of the first car he ever owned.

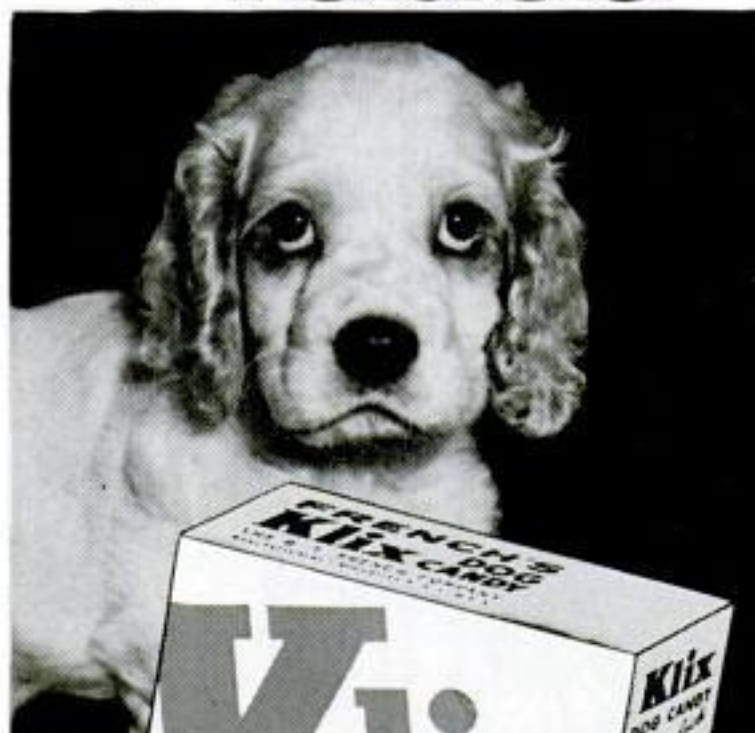


NO SEAMS TO WORRY ABOUT!
LEGS LOOK SLIMMER, TRIMMER—
IN SEAMLESS STOCKINGS BY

Hanes

HANES HOSIERY INC. • 350 FIFTH AVE., NEW YORK • \$1.35 TO \$1.95 AT LEADING STORES

"Please"



Every active dog craves energy food, and KLIX provides it safely in the form of a tasty treat! Crisp, crunchy KLIX is made without sugar, and specially shaped so that even puppies can chew it. Feed KLIX freely!



for cats and kittens, too!

ANOTHER FINE FRENCH'S PET PRODUCT

A NEW TRADEMARK

Dickies

FOR AMERICA'S MOST POPULAR
WORK CLOTHES

EASE
COLD MISERY



Take
Tabcin

AT ALL DRUG STORES

Are YOU stepping into
another case of
ATHLETE'S FOOT?

A shoe's lining may be a breeding ground for fungi! It may reinfect you with Athlete's Foot again and again! TAKE CARE! Wear shoes made with PACIFATE® Protected Linings—scientifically treated to inhibit the development of Athlete's Foot fungi in shoe lining. Look for the Pacific tag, "PACIFATE protected Lining" in the next shoes you buy. It's the only lining approved by the NATIONAL FOOT HEALTH COUNCIL for BETTER FOOT CARE.

Send for FREE folder.
Pacific Mills, Dept. P2,
1407 Broadway, N. Y. 18

ALBUM OF MISHAPS CONTINUED

TRUMPET ADDS TROUBLES



TRUMPETER'S LIP is unexpectedly displayed to the owner of Genevieve by the girl his rival has brought—the latest candidate in a fruitless annual attempt to combine London-Brighton trip with "an emotional experience."



A HOT CHORUS of song *Sweet Genevieve* is played by the tipsy girl friend who, to everyone's astonishment, really turns out to be a fine trumpet player after all. She then promptly passes out to the dismay of the rival driver.



HERO'S HAPPY WIFE, who had been the rival's date a few years before on the London-Brighton run, gets partial repayment for the rigors of the trip by a good laugh over her former boyfriend's latest punctured romance.



Why people like Borden's, the creamy cottage cheese!



It tastes so good. And the *satisfying* flavor and creamy, tender texture of Borden's Cottage Cheese adds to the *goodness* of other country-fresh foods. Brings out *their* flavor.

IN PLANNING MEALS WITHOUT MEAT—Borden's Cottage Cheese is a natural. For this cheese contains *all* the protein nourishment of an equal amount of finest beef.

Yet Borden's Cottage Cheese costs so little that if you'll plan on having it often (for

salads, on sandwiches, in hot dishes!) you'll have a new friend from Borden's to help keep your food budget in line. Your figure too!

For this is truly a *non-fattening* food. Borden's Cottage Cheese is low in calories, yet won't leave you with that "starved" feeling after a little while.

Get a carton of Borden's Cottage Cheese today at your food store, or from your Borden man. It's so *satisfying* in every way.

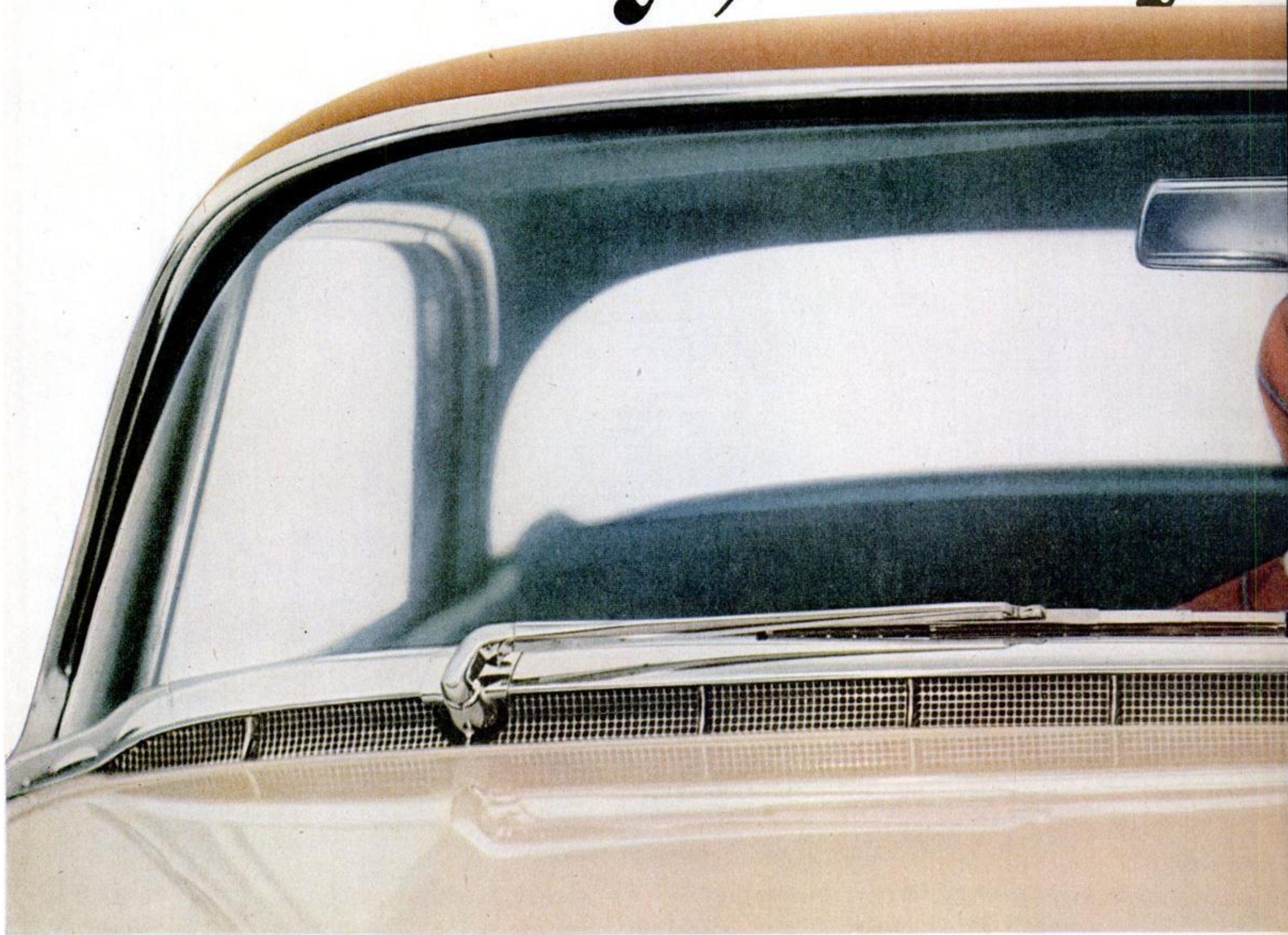
IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!



Says your friend Elsie, the Borden Cow, "Enjoy all the other fine Borden products on my Good Food line!"

© The Borden Company

way, way



YES, General Motors is 'way ahead in the 1954 automotive style parade.

Yet trim-lined, smooth-contoured beauty is only part of the many millions of added worth packed into our 1954 Chevrolets, Pontiacs, Oldsmobiles, Buicks and Cadillacs.

For GM stylists and engineers have come up with a host of advancements, from this revolutionary wider-vision windshield and new cowl-ventilation in many 1954 cars

to more efficient engines and smoother transmissions throughout the line.

The "helping hand" of Safety Power Steering is available to every GM car buyer. And in several models, advantages like GM Power Brakes and GM Air Conditioning offer a blissful new world of motoring ease and comfort.

So—before you settle for less than the leader in your budget range—turn the key in a General Motors car. More than ever before it's your key to greater value.

ahead!



"Be careful—drive safely"



GENERAL MOTORS

leads the way

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH

Slumber party? Gee, that's dandy!
 Look your sharpest, everyone!
 Snappy PJs come in handy—
 "Fresh up" parties sure are fun!



Copyright 1954 by The Seven-Up Company

"Fresh up" with Seven-Up!

THE ALL-FAMILY DRINK!

Enjoy sparkling, crystal-clear 7-Up . . . often. Seven-Up is so pure, so good, so wholesome that everybody—from tiny tots to grandmas and all ages in between—may "fresh up" to his heart's content. And 7-Up makes food taste extra good. So have a Stackwich with chilled 7-Up. Buy 7-Up wherever you see those bright 7-Up signs.

You like it...it likes you!



Get a family supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy-lift center handle, easy to store.





WITH PATTERN AND PRECISION, DICK MILLER THRUSTS SWORDS AT BOXED HEAD OF MARY BOYLE, HIS 15-YEAR-OLD ASSISTANT

THE AMAZING MASTER MILLER

Unusual bequest sets up a 16-year-old Georgia schoolboy in the magic business

Until he had reached the age of 11, Richard Miller III did just about the same things as the other boys in suburban Hapeville, Ga. Then his father brought home a \$2 magic set. Instead of promptly losing the pieces, Richard became adept at little stunts of legerdemain. The next year, when LeRoy Loewner, a professional magician, came through on tour, Richard's father not only got tickets for the performance but arranged an introduction as well. The boy and the magician became friends, and last year when Loewner

died he bequeathed Richard his entire stock of tricks.

Today at 16 Richard is the youngest full-fledged member of the Atlanta Magicians' Club and the only high school boy in Hapeville who can make flowers bloom in two minutes, conjure up a canary and successfully stab a young girl with a dozen swords and permit her to emerge alive and smiling. He is in such demand as a performer that he earns as much as \$110 a night, which in time will enable him to go to college and learn a useful profession.

RICHARD'S BENEFACTOR WAS MAGICIAN LE ROY LOEWNER →





TRUNKFULS OF TRICKS, which he inherited from Loewner, fill every spare closet and room of Richard's parents' home. Here Richard and his assistant, Mary Boyle, whose brother is a magician in Atlanta, examine about a fourth of his legacy, including (*foreground*) a skull that answers questions, a birdcage which comes from nowhere, a set of alarm clocks which mysteriously multiply in number while ringing, swords, fabric flowers and oversized playing cards.

Against mirror (*right rear*) is net to catch the doves which Richard materializes during performances and which otherwise roost occasionally on his shoulder or in a backyard cote. Well equipped as he is, Richard still plows much of his earnings from civic luncheons, carnivals and birthday parties back into additional magical effects. He is grateful for his professional windfall but realistic, saying, "Mr. Loewner left me all this—but he couldn't leave me his experience."

CONTINUED ON PAGE 106

Now.. Millions of Americans Don't Suffer when Acid Indigestion Strikes

...because They Always Carry This Wonderful Relief



ACID INDIGESTION USED TO KEEP HER
AWAKE. NOW SHE SLEEPS LIKE A BABY

TUMS *for the Tummy*

One of the common causes of sleepless nights is acid indigestion... excess stomach acid. But today it's unnecessary to stay awake because of this. Gas, heartburn, sour stomach, full feeling... so disturbing to your rest, are quickly, almost instantly, relieved when you neutralize excess stomach acids with wonderful little TUMS.

TUMS is a remarkably tasty and harmless little tablet that you eat like candy whenever you feel the first signs of acid indigestion. If this happens when you're in bed, simply pop a couple of TUMS in your mouth and see how fast TUMS relieve your acid distress. Then you can sleep soundly . . . awake refreshed.

Many people have abandoned the hazardous, excessive use of baking soda or "bicarb". And TUMS do not contain soda of any kind.

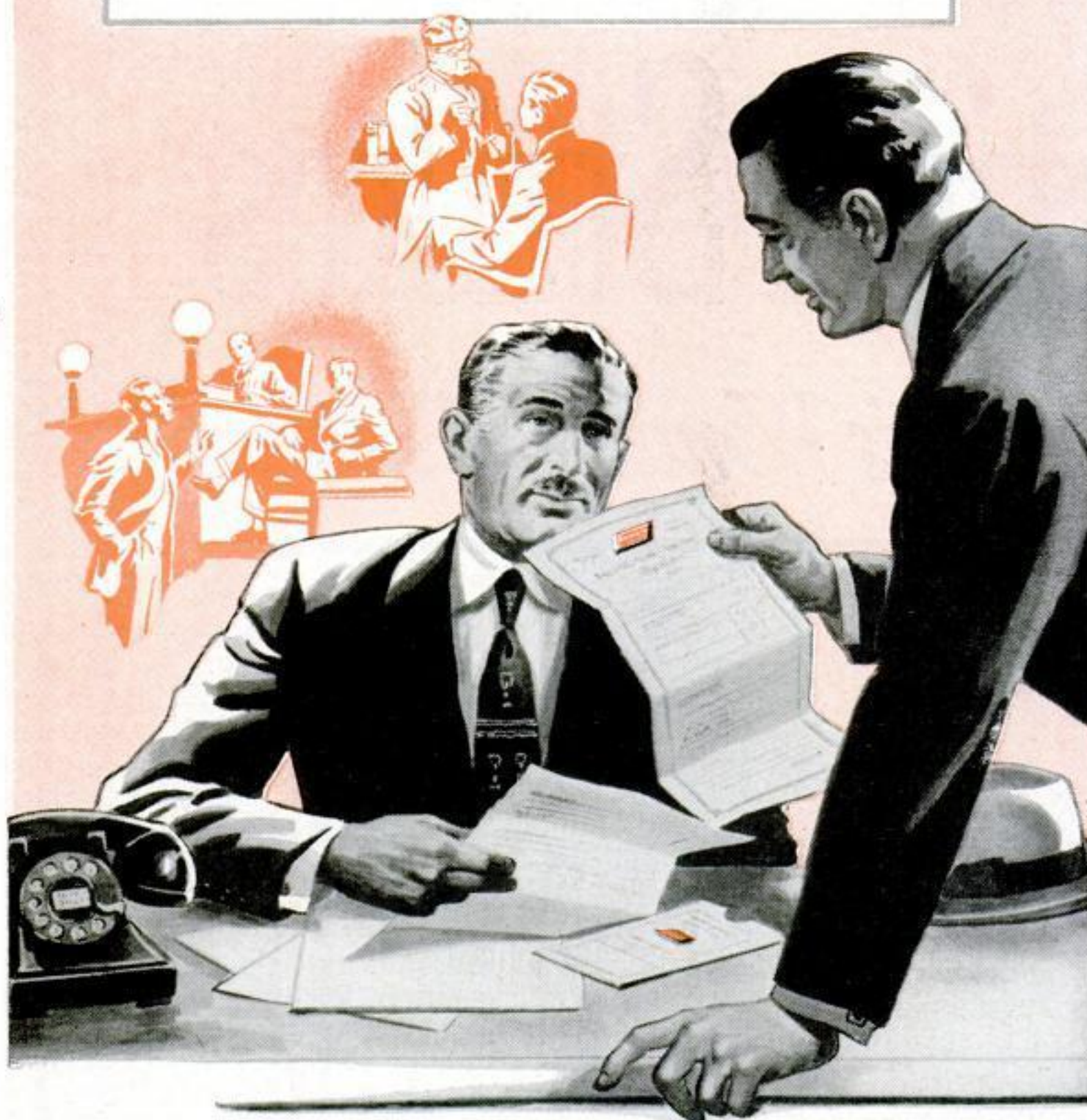
Millions of people take TUMS after eating, drinking or smoking, to keep them free from the pain or discomfort of excess stomach acid. And without any fear of laxative action to worry them when they're out in public. And no spoons, measuring, mixing, or "excusing yourself for a minute."

TUMS is the best and handiest little friend American tummies have ever had. TUMS cost only a dime for a whole roll. And you couldn't buy safer, quicker, more wonderful relief for a ten dollar bill.



People all
over the Nation
carry Tums as
faithfully as
they carry
their keys!

Consult a Professional...



JUST as you depend upon a professional man for your health and legal protection, so should you select a man who has made insurance his career to guard you against loss from the many perils which might destroy your financial security.

When you buy insurance through a qualified agent or broker—you not only benefit from his knowledge and experience but also his acquaintance with local conditions which can help in determining the coverage you need for proper protection.



For the name of a nearby America Fore agent call Western Union by number, ask for operator 25.

For Peace of Mind insure with

America Fore
INSURANCE GROUP

- ★ The Continental Insurance Company
- ★ Niagara Fire Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

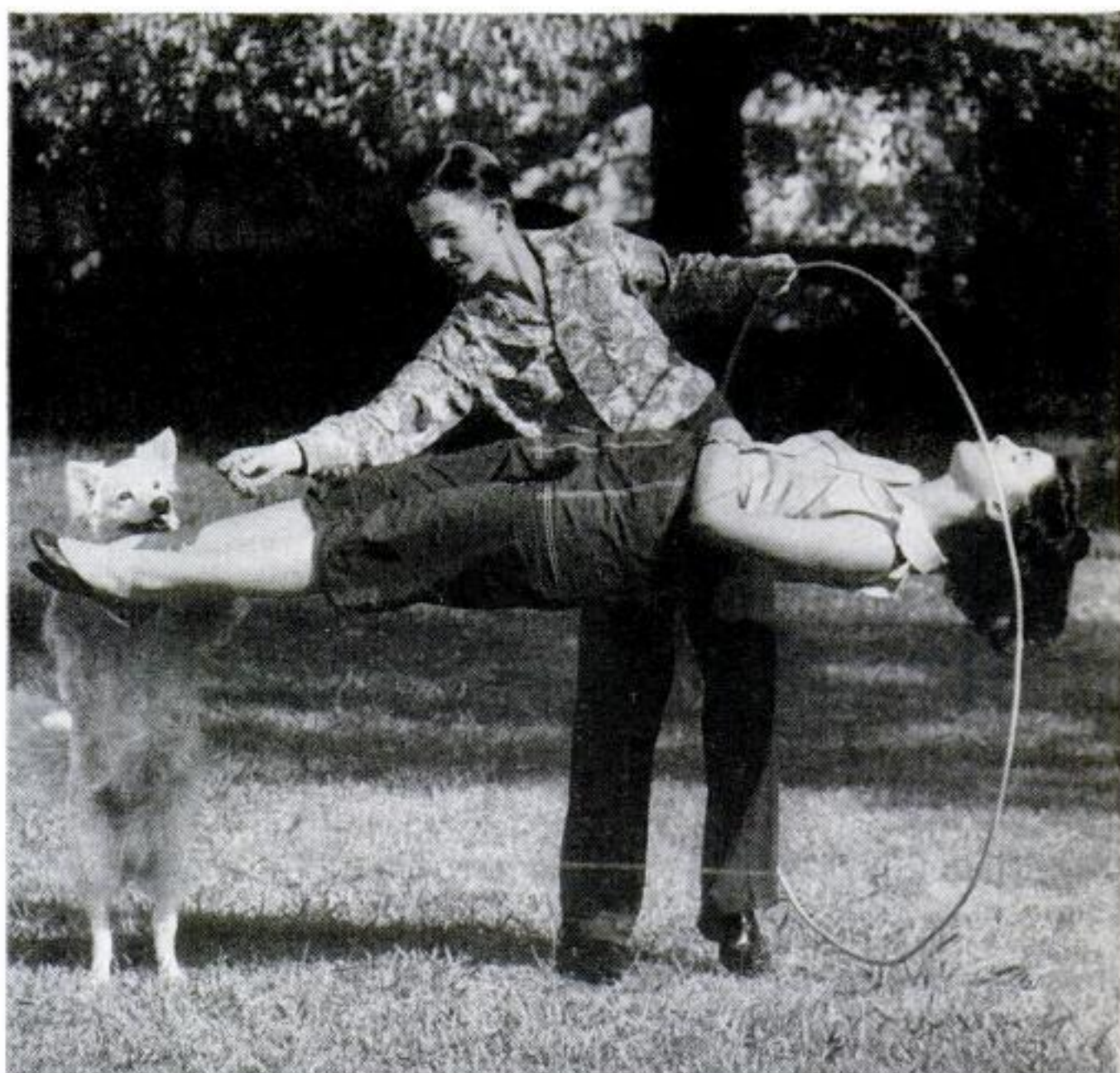
Amazing Master Miller CONTINUED



"EXPLAINING" A TRICK to 4- to 9-year-olds at a neighborhood party, Richard promises that a handkerchief will appear, produces an egg instead.



SPEARING CARDS which Mary flutters through the air, Richard picks off cards selected earlier by audience. Once he missed and nicked Mary instead.



FLOATING A FRIEND, Richard practices levitation, urges dog to walk through hoop at same time. Mary gets \$5 a performance, Chum a dog biscuit.



"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

Folks never seem to agree whether a picture like this is worth 1,000 words, or 10,000. We're not sure either--but as long as three of the words are "Snap! Crackle! Pop!" we won't quibble. Of course these words are part of every Kellogg's Rice Krispies picture because they're what the world's only talking cereal says to tell you how crisp it is. When you hear 'em, you can figure on some wonderful eating. So as Confucius

didn't say: "Why put off for two morrows, what you can enjoy tomorrow?"



"snap!"



"crackle!"



"pop!"



Not a shadow of a doubt with Kotex

Absorbency that doesn't fail—Kotex gives you the trustworthy kind of protection you *need*. And you get chafe-free *softness*, too, for Kotex is made to stay soft while you wear it.

Holds its shape—without twisting, roping or pulling. That's why this napkin retains its fit and comfort for hours.

No revealing outlines—because only Kotex of all leading brands has flat, pressed ends. Another important reason why Kotex is America's first choice in napkins. Select the size best suited to you...Regular, Junior or Super.



Made for each other—
Kotex and Kotex sanitary belts.
Why not buy two belts
...for a change?

Not a shadow of a doubt this Kay Wynne coat dress by Sylvia Franklin has the ladylike look of Spring Fashion. In Ames' feather-weight flannel, touched with white linen, rhinestone buttons. Also available in imported Irish linen. About \$45, at leading stores.

More women choose Kotex* than all other sanitary napkins

*T. M. REG. U. S. PAT. OFF.

CLOSE-UP



HAILING NASSER AS A LIBERATOR, ONE OF EGYPT'S IMPOVERISHED WORKERS HUGS THE LEADER TO SHOW HIS JOY AT OVERTHROW OF KING'S OPPRESSION

FRONT AND CENTER FOR EGYPT'S REAL BOSS

At 36, Gamal Nasser, lifelong rebel against authority, assumes power he won by leading other rebels

by JAMES BELL

CAIRO
THE puppet show has ended in Egypt. The man who was pulling the strings has now come out upon the stage. He is Gamal Abdel Nasser, a bouncing, smiling man of 36, who looks like a former All-America fullback. In rank only a lieutenant colonel in the Egyptian army, he has been ignored for the most part by the outside world. But to the small clique of army and air officers who overthrew fat and futile Farouk 19 months ago he has long been acknowledged as the boss who spent 10 patient years preparing their coup and then bringing it off brilliantly.

Ever since the coup Nasser has ruled Egypt through his personally selected front man, Major General Mohammed Naguib, who held the titles but not the power of president and prime minister. Naguib conducted the rituals of office—the speech-making, baby-kissing and cornerstone-laying—while Nasser made the decisions, often sending him state papers with marginal notes telling him what he should do.

For a time all went smoothly. Some months ago, however, Naguib became restive. At cabinet meetings he complained about being dictated to. It became apparent that he wanted the reality as well as the appearance of power. Several times, when proposals of his were overruled by Nasser, he walked huffily out of conferences and went home to sulk. He muttered threats of resigning.

The 12-man military junta—the Revolutionary Command Council (R.C.C.)—through which Nasser was running Egypt realized they could not easily dispense with Naguib. He had acquired an immense and genuine popularity throughout Egypt as well as in the Sudan, where he was born and which Egyptians hope eventually to annex. Knowing this, Naguib finally handed an ultimatum to the R.C.C. to give him veto power over their decisions or he would resign.

Last week Nasser took the gamble of accepting his resignation, whereupon three days of confusion ensued. It was announced that the presidency would not be filled for the time being and that Nasser

NASSER WAS USUALLY WITH NAGUIB



NASSER AND HIS FRONT MAN, Naguib, were often together, with Nasser usually giving Naguib the spotlight. At holy feast (*left*) they removed shoes for prayer. When Britain promised partial freedom to Sudan, they bussed each other,



Arab fashion. On six-month milestone of their revolt they rode together to Cairo's Liberation Square, Nasser taking rear seat. During a whistle-stop speaking tour through Egypt Nasser (*foreground*) quietly let Naguib take the applause.

EGYPT'S REAL BOSS CONTINUED

had become prime minister. Reports of pro-Naguib demonstrations came from the Sudan. In Cairo a number of cavalry officers made it known to the R.C.C. that they thought it was a serious mistake to go along without Naguib. Meanwhile Nasser sent troops to Naguib's house, but a spokesman for the new prime minister explained that this was not to be considered arrest, just "precaution." "It would have been easy to kill him," the spokesman pointedly observed.

Easy perhaps, but probably unwise, and Nasser quickly adjusted his position by making a concession to public opinion. While tanks were ordered to strategic points in Cairo, the R.C.C. revealed that Naguib was not entirely out after all. For the patriotic goal of settling "Egypt's internal political struggle" Naguib would return to office—but only as president; Nasser would continue as prime minister, governing openly as he had previously done from behind the scenes.

Nasser's decision not to kill Naguib was magnanimity typical of his contradictory character. He is both violent and kind, impulsive and serene (he has never been known to lose his temper). Despite his bulk he walks with a wary grace that long ago won him the nickname of "Fox." He smiles easily and warmly and radiates the ebullient charm of an overgrown boy. He has a profound instinct for leadership. He is sincere and simple in a way that hovers between naiveté and profundity.

The revolution he created had two major goals: 1) oust the king, and 2) oust the British. Having achieved the first, he tried his hand at talking the British out of their Suez garrisons. The British have stonily balked. Now Nasser, as prime minister, will have to take the responsibility if negotiations fail. Since he has led the people to expect an end of British occupation, he faces an explosive situation.

He has been in a chronic state of rebellion against all authority all his life. At the age of 7, when his father sternly told him to stop digging up the yard, young Gamal instead dug a hole so big that his father fell into it in the dark. At the age of 16 he joined a fight against police without knowing what it was all about and landed in jail. Since 1942 Nasser has known what he was fighting for. In that year, when he was 24, a captain, and in the British auxiliary forces at El Alamein, the British drove their tanks into the yard of Cairo's Abdin Palace and forced Farouk to install a man of their own naming—Nahas Pasha—as prime minister. To Captain Nasser this was a national humiliation. From that day on he dedicated himself to the two major goals for which he created a revolution.

For all his chronic rebellion and his early violence, Gamal Abdel Nasser has shown a remarkable capacity to grow and to measure up to increased responsibility and power. He moved against the king and the British not because he hated them but because he hates injustice in any form. He does not share the almost universal Arab hatred of the state of Israel. Instead, he regards the Israelis as fellow victims



NASSER IN HIGH SCHOOL

of what, in his mind, has been British imperialism. Nasser is obsessed with only one basic idea: to unite all his countrymen in doing whatever is necessary to raise themselves out of the poverty, squalor and disease in which their country has wallowed for immemorial ages.

Power has not yet appeared to corrupt Nasser. A man of simple tastes, he lives in an austere five-room house inside the army compound at Cairo's Abbasia military district. It is scarcely more pretentious than an officer's at a U.S. Army post. The only external signs of his status are a floodlight which shines all night outside and 24-hour guards protecting his four young children—who dig as many holes in the yard as they please. Inside, it is true, there are a few ornate pieces of furniture which look as if they might recently have been removed from someone's palace.

At 7 a.m., audiences for subordinates

HIS ingrained army habit of early rising wakes him always by 6:30 a.m. By 7 he is already giving audiences to waiting subordinates, may talk to as many as seven in succession as he makes a hasty breakfast on *foul* (a bean dish like Mexican frijoles) and tea. By 9 he enters the staff car whose armed attendants whisk him through downtown Cairo, past the grim ruins of Kasr-El-Nil barracks which were once the citadel and symbol of British power and are now being torn down, and on across the bridge to Gezeira Island where wealthy foreigners and some wealthy Egyptians have luxurious apartments. Farouk was just completing a three-story private yacht club there, with a minaret watchtower, at the time of his ouster. Nasser had the building finished as his command post. Into its fenced-off yard, slowing for the alert sentries who cry a challenge until they recognize him, the boss of Egypt goes to work.

His headquarters are as unpretentious as his home. At a smallish desk, overlooking the Nile, Nasser signs an endless stream of papers and talks to an equally endless stream of deputies until 3 or so when, if he has time, he drives home for lunch and the customary siesta. More often he simply gulps a sandwich and keeps on working. Sometimes he works right through the evening, moving from his desk to a big council table to discuss affairs of state with the other members of his Revolutionary Command Council.

Nasser has accomplished plenty since he first set up the R.C.C. One of the first things he ordered would have tickled the heart of the late Wendell Willkie, who, on a 1942 trip, offended the rulers of Egypt by asking at a cocktail party how one got to be pasha. In Nasser's Egypt, the answer is: one doesn't. The title, bestowed by the king, has been outlawed, along with much of the feudal power which the great landowners held until Farouk's deposition. (Some taskmasters were still whipping fieldworkers as in Biblical days, and just before the revolt one pasha had machine-gunned a score of workers.)

Egypt's greatest problem, land ownership and cultivation, was tackled head on: he limited ownership to 200 acres and parceled out land to the liberated peasants. He has launched ambitious projects to create corps of trained agronomists and studies for increasing the land's yield. Where a laborer once got less for his day's work (22¢) than the landowner paid for the use of a water buffalo, Nasser has decreed a minimum wage of 54¢ to all workers.

CONTINUED ON PAGE 112

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UNPRETENTIOUS HOME for Nasser is a small army residence inside compound. Colonel Nasser prefers to sit in the garden where he receives visitors.



A PILGRIM to Mecca, Nasser (right center) joins faithful Moslems in rituals. This is largely a political gesture, since Nasser is not a particularly religious man.



FAMILY MAN, Nasser, recovering from appendectomy, enjoys hospital visit by his two daughters Huda, 7, and Mona, 6, and one of his two sons, Khalid, 4.

EGYPT'S REAL BOSS CONTINUED

In a notoriously corrupt land where the term *baksheesh* (tip or bribe) is colloquial and where every tax collector had his price, Nasser has virtually eliminated all bribery by stern punishment and has also collected some \$112 million in tax debts which wealthy Egyptians had hidden with their bribes. In a nation where every official's relative was on the public payroll, Nasser astounded everybody by firing hundreds of civil servants and whacking the payroll vigorously.

Not everybody is happy with the new shape of things in Egypt. "Many people come in to me and say, 'You have angered all the people,'" Nasser admits. "I always have answered, 'The anger of the people is not the decisive factor in the situation. The question is, was that thing that angered them good for the country or not?'" Patiently and somewhat wearily, he explains that too many people expected pie-in-the-sky the day after the revolution. They have to learn that change takes time. "The people thought government ministers would now start riding in the trams and buses like the fellahin. They were so oppressed that they thought now all barriers would immediately come down. I have been trying to find a solution for this. I have been reading all I can of how democratic countries handle the problem. I have studied the Swedish way and the methods of France. Now I am reading about British Labor's way. We must find a way in between the extremes of right and left."

His inclination to avoid extremes is a measure of how Nasser has grown in stature since taking power. Even in handling the British he has shown moderation. He suppressed the traditionally anti-British Moslem Brotherhood. He has not backed an inch from his insistence that British troops clear out of the Suez Canal Zone, but he carefully stops short of any ultimatum. Moreover he has been willing to hear and to heed advice from U.S. Ambassador Jefferson Caffery. Where the intense xenophobia of the old regime discouraged such non-Egyptian firms as Socony-Vacuum, which had been trying to help Egypt find oil, Nasser is encouraging foreign companies to come in.

As a pressure weapon, he sometimes lets his men talk of "neutrality" in the cold war. He rejects the Middle Eastern "NATO" which the U.S., along with Britain, France and Turkey, proposed two years ago. But he would endorse a regional security pact in which Turkey would join with Iran, Pakistan and Afghanistan to provide an initial line of defense against any possible Russian invasion of the oil fields so vital to Western defense. "Certainly such a move would be in our favor, here in Egypt," Nasser told me in my last meeting with him. "But we Arabs are in a difficult position. Our people simply don't want to talk about defense organizations while we still have our problems with the British. In Egypt our people still consider the British their No. 1 foreign enemy. If I told them this was not true, that really the Russians are, they would not believe me for a moment."

I asked whether, if Egypt got a settlement she deemed equitable on the Suez dispute, he would join Turkey and the other non-Arab Moslem states in a defense pact.

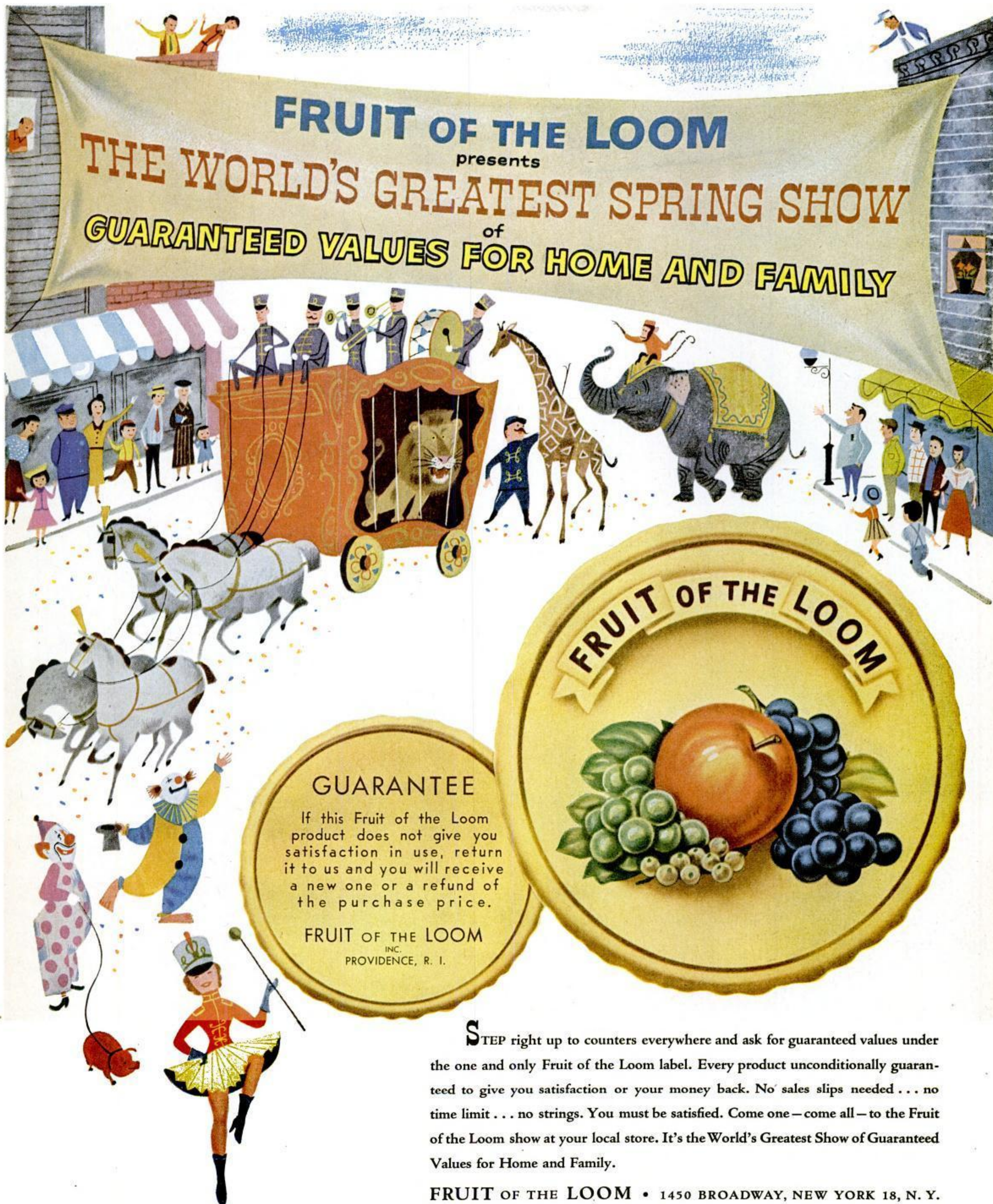
"As a military man," he replied, "I know for certain that in the event of a global war Egypt could never remain neutral. Our strategic position would never let us be neutral, even if we wished to be."

Under Nasser's influence Egypt has shown commendable restraint and realism in dealing with the Israeli problem. At Nasser's bidding Naguib visited synagogues in Egypt and greeted the Jews on their high holidays. Nasser deliberately suppressed the report of an Israeli army attack on a Palestine refugee camp in Egypt's Gaza strip in which there were 20 fatalities. When the Mixed Armistice Commission condemned Israel in the strongest terms, Nasser refused to let the Egyptian press print the story. He believes that nothing should be done that would whip up the old hysteria in Cairo against the Jews. He denies that Egypt is thinking of a "second round" against Israel. In his view the regime should undertake nothing that might distract it from the task of reforming Egypt's social and economic foundations.

Pure Arab stock

NASSER came from a middle-class family. His father, now a retired civil servant, is of pure Arab stock. His mother was the daughter of a building contractor in Alexandria. Gamal was the first of their four sons. Having remarried after the death of Gamal's mother in 1926, the senior Nasser only three years ago became the father of his eleventh child, putting the prime minister in the somewhat odd position of having a 3-year-old half brother. Two of his full brothers are now teachers and the third is studying literature.

In school young Gamal was not a good student at first. Without embarrassment, he candidly confesses that he flunked six times during nine years of public school in Alexandria and in Cairo, where his father sent him to live with a strict uncle. Instead of studying, Gamal liked to watch American movies. "I didn't care what they were," he says. "I liked them all."



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When she had finally run out of breath you smiled, perhaps too indulgently, made an appropriate remark, and went back to reading your paper.

But that evening you noticed Mother had help carrying the dishes out to the kitchen. And Saturday morning a certain young lady made her bed without being told. And when you'd planned going up to the mountains over Memorial Day weekend, you were informed

that it was more important that a Brownie "make bouquets for our soldier boys who got killed." You had a pang of conscience when it hit you that some of those "soldier boys" were your own buddies from B Company. And *you* helped with the flowers, too.

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BUILDING ARAB TIES, Nasser sent himself to Saudi Arabia as Egypt's emissary when new King Saud was installed, conferred with him in palace.

EGYPT'S REAL BOSS CONTINUED

At 16 Gamal helped organize the students of Cairo's El Nahda School in a protest against British domination. They made him their leader. The following year he led a student riot at the university in Giza in which the police opened fire, killing two of the demonstrators. A policeman ran after Gamal and clubbed him (his forehead bears the scar). Bleeding and disheveled, he ran into the office of an independence-movement newspaper, where he hid. "My name was in the papers next day," he recalls. "It was the first time."

When he returned to school he learned he had been expelled. The other students went out on strike, threatening to burn the school down if he was not reinstated. He was.

Then Nasser determined to succeed in school. He stayed home and began studying intensively. At one point he did not leave his room for 15 days and worked as much as 20 hours a day, having his food brought in. When examinations were held, he surprised everybody by passing. At 18 he was one of 40—out of 400 applicants—chosen as cadets for the Royal Military Academy. At 20, on graduation, he became an infantry platoon commander at the Assiout barracks. But if anybody thought Nasser had given up rebellion, he was mistaken. "The senior officers were very bad," he recalls. "The adjutant was an evil man. I organized all the junior officers into a group against him." His future was taking shape.

Egypt was in ferment, as it had been for years. Britain had terminated its protectorate in 1922 but had kept control of foreign communications, defense, the Sudan and—what infuriated Nasser and other patriots most—protection of foreign rights in Egypt. Not until Italy invaded Ethiopia did the British give up these privileges, hoping thereby to have Egyptian troops as allies if needed.

There was domestic oppression too. The dominant atmosphere was suspicion, fear and mistrust. Nasser began to dream that his mission was somehow to find a way to unite all Egyptians. His chance came when the British tanks moved into the yard of Abdin Palace. "I'm ashamed that our army accepted this," Nasser wrote to a friend. "But I'm glad. . . . Before, our officers spent their time talking about good times. Now they talk of revenge. . . ."

Nasser was not one to let it remain just talk. He became an instructor at the military academy. At the Officers Club in Cairo he began holding small meetings of fellow officers he trusted, among them Lieut. Abdul Hakim Amer (now the major general who commands the Egyptian army). With Amer he organized a secret committee to plan for action. Nasser set out to use his position at the academy to build a loyal group of student officers. Quietly, never showing his own sentiments, he would start discussions on current events, then listen to his colleagues argue. If a man showed intelligence and forcefulness, Nasser would befriend him to look him over more carefully. Others would be assigned to his good friend Amer. Each man, as he became sure of him, was brought into the growing conspiracy. "I was patient and never despaired," Nasser says quietly. "I chose them one after another and tested them without their ever knowing it."

What made their revolt possible was the disastrous war with the

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EGYPT'S REAL BOSS CONTINUED

Israelis in 1948, in which Nasser himself was wounded. The whole army became scandalized over the defective ammunition and shoddy food which had been unloaded on it by the grafting cronies of Farouk. "When it was over," Nasser says of a battle in which an incompetent senior officer led his troops into a trap, "I couldn't stop myself from weeping. We were defeating ourselves. We were fighting in Palestine while all our dreams were in Egypt. Our bullets were fired at the enemy... but our hearts were hovering around the home we had left in the hands of the wolves."

The war over, Nasser came home in 1949. His secret group clandestinely began putting out inflammatory leaflets and pamphlets against the king and the army's high command. By 1950 Nasser and Amer thought the time was getting near and that they needed a good front man. "We knew that alone few people would listen to us," he said. Both men remembered Naguib, a major general commanding Egypt's frontier guards. Thrice wounded, he had been one of Egypt's outstanding soldiers in Palestine. He was quiet, brave, devoted to his men and popular with the troops.

Nasser and Amer knew in general how Naguib felt, for Amer had served as his operations officer in the later stages of the war in Palestine. They went to his house several times and sparred conversationally about the future of the nation. Finally, in early 1950, they let Naguib in on the whole conspiracy. He agreed to cooperate.

"On July 19, 1952," Nasser told me, "we learned there was a plan to arrest General Naguib. This was to be followed by a purge all through the officers' corps. We had reason to believe that the palace had our names."

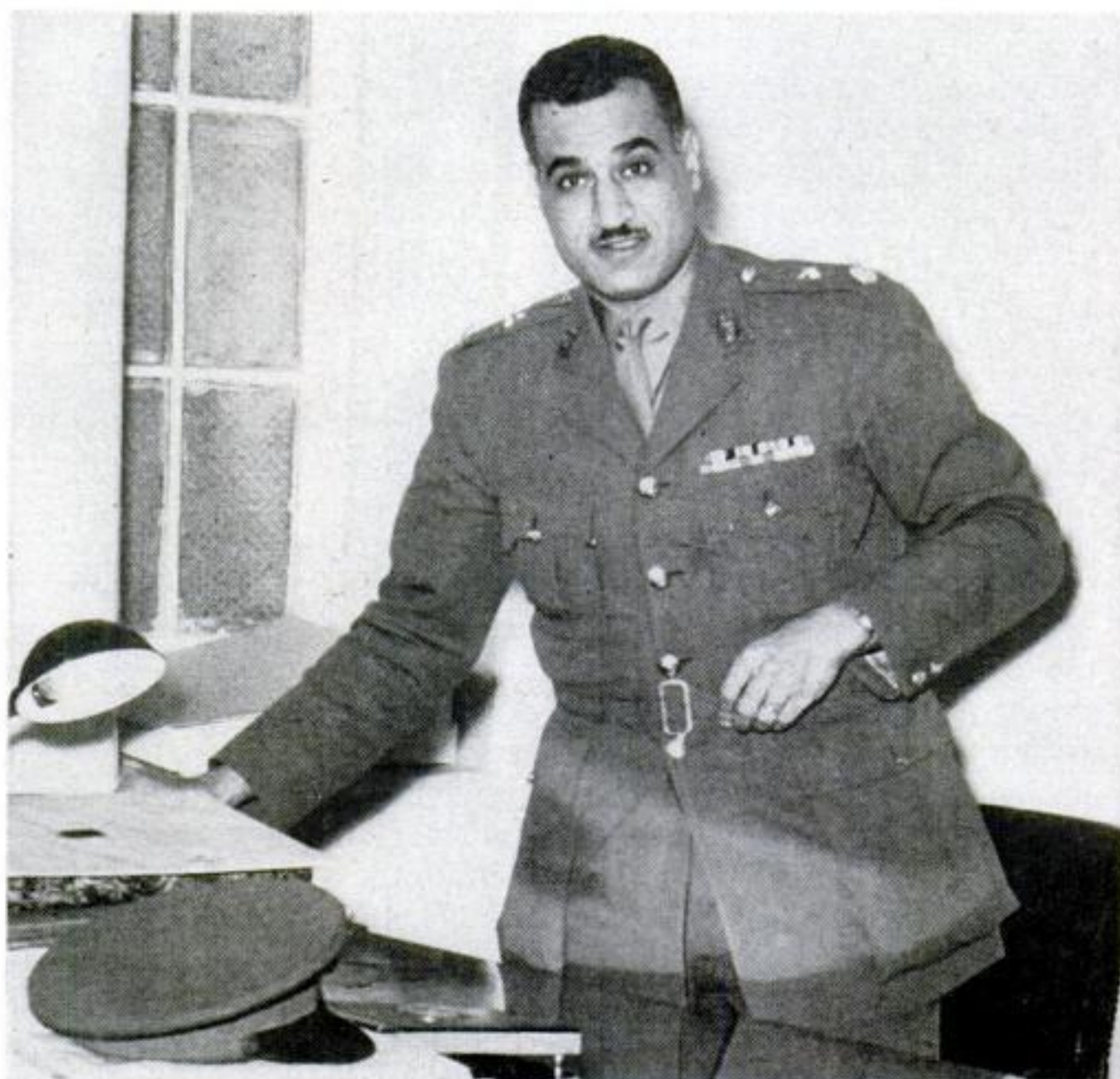
Toward midnight on July 23 the plotters moved. It was a three-phase operation: 1) to seize control of the army, 2) gain control of the country and 3) dismiss the king "by any means."

It went like clockwork. "It is not an easy job," a friend said later, "to plan anything, however small, in this chaotic country. The way Gamal planned and executed this movement is the work of genius."

Nasser will need all his talent for organization to cope with the tasks ahead. He guides a starving land, 63% of whose children die of malnutrition or disease before the age of 5.

He learned quickly that democracy cannot grow overnight in a nation used to 6,000 years of tyranny. "We began to seek advice," he says. "I met many of what the press calls 'big shots' of all types, asking them for solutions. The answer always began: 'I...' I visited the universities and talked to professors, but no one submitted an idea; instead everyone submitted himself.... Every man we met was aiming only to kill another man, and every idea we heard was aimed at killing another idea. If we had followed all that we heard, we would have killed all men and destroyed all ideas. If anybody had asked me then, what is your dearest hope, I would have answered, 'To meet an Egyptian who would say a good word for another Egyptian.'"

Many Egyptians already say good words about Nasser, and perhaps his wish itself is the best hope that it may be realized.



A DEDICATED MAN, Nasser works 16 hours or more daily to create a new Egypt, gets in a couple of hours in his den at home (above) after breakfast.



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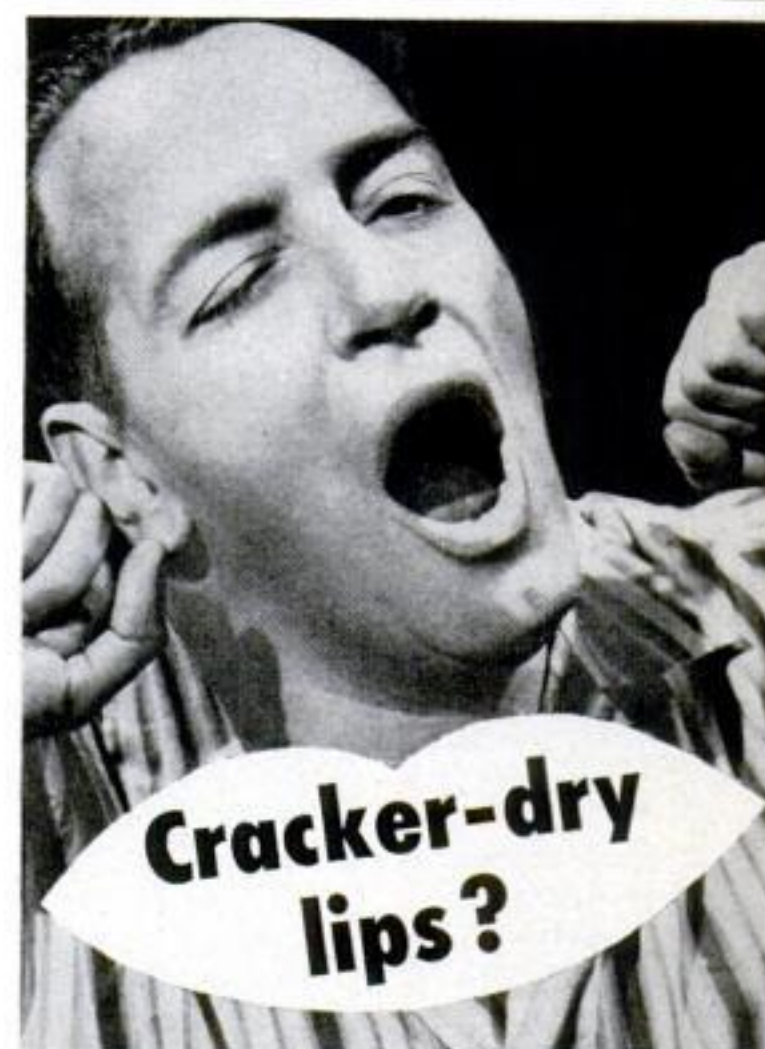
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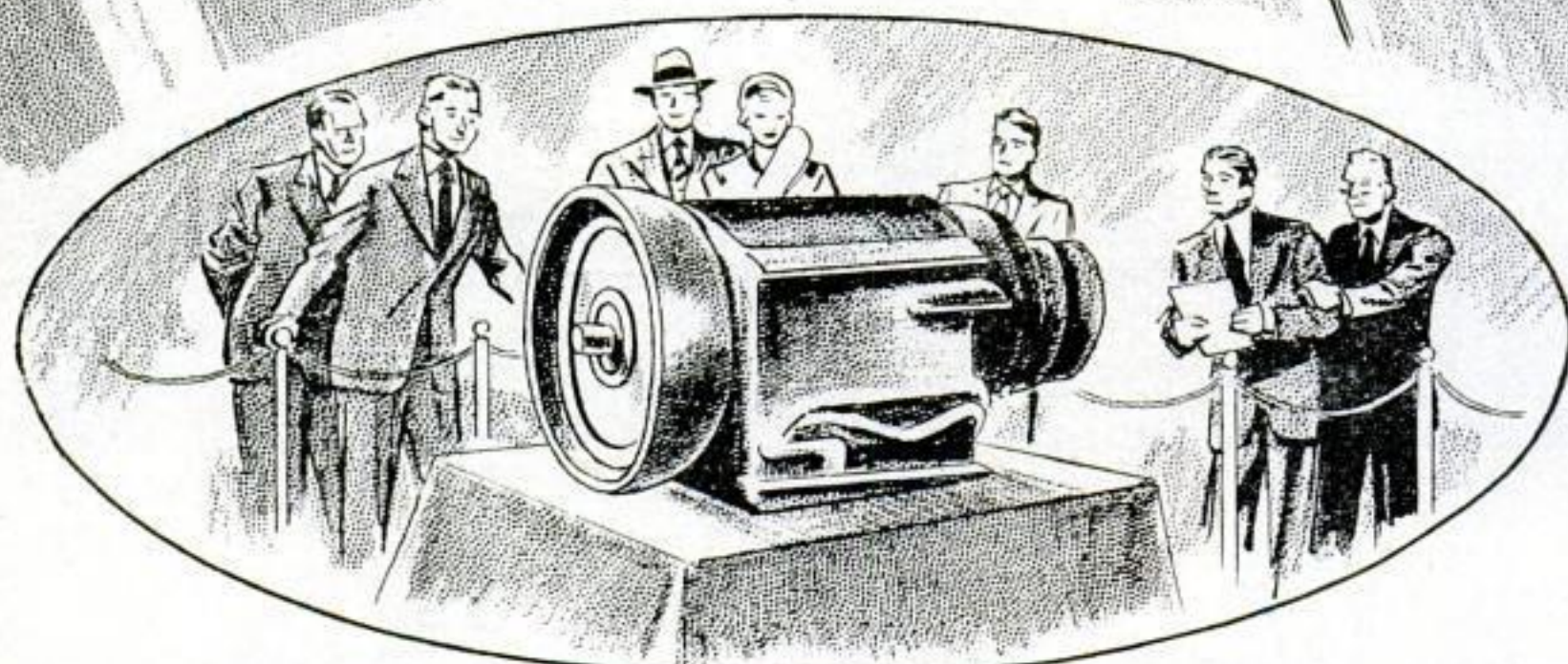
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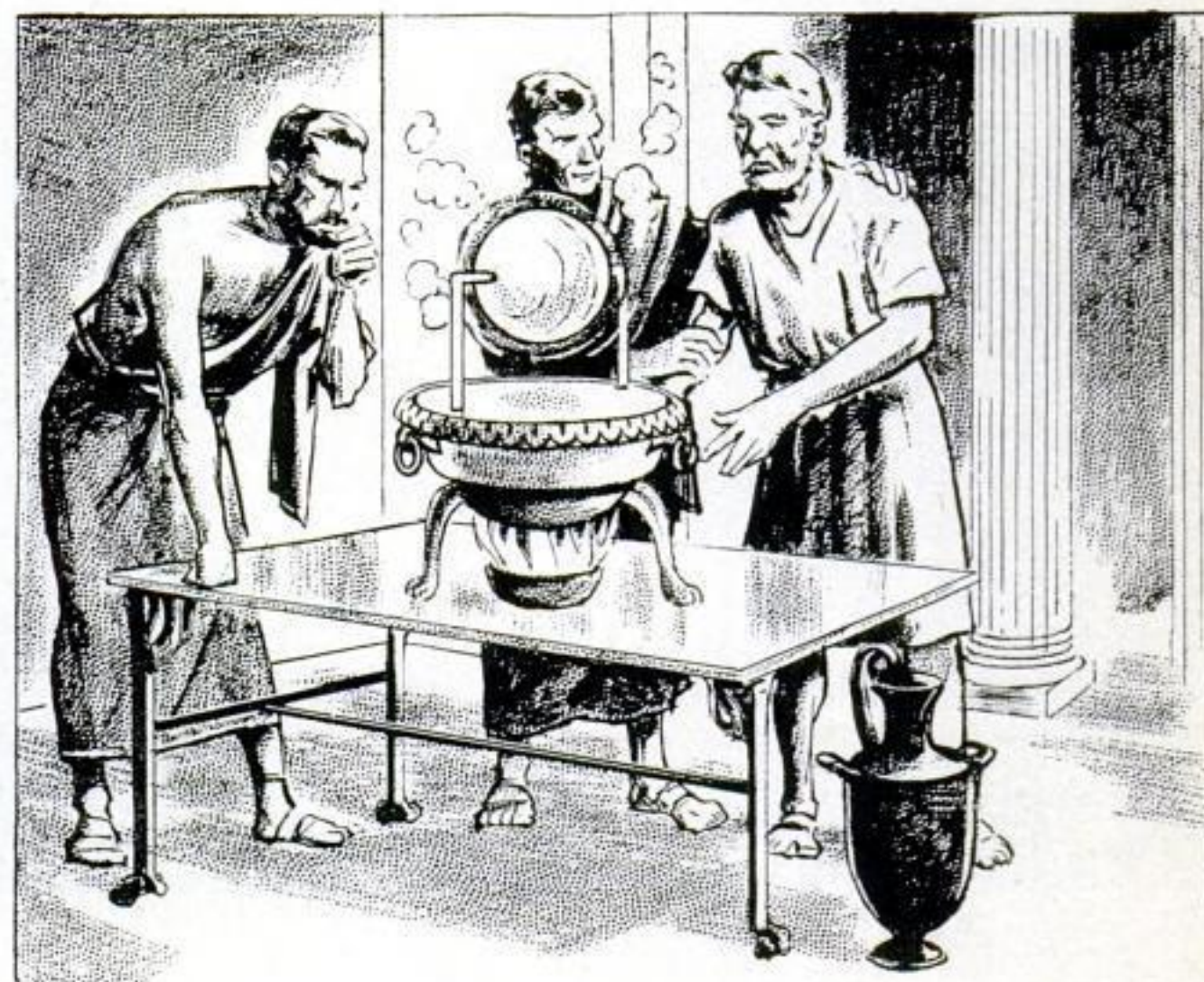
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A METAL BALL WHIRLED BY TWO JETS OF ESCAPING STEAM, THIS EARLY GREEK ENGINE WAS LOOKED ON AS A TOY. FOR ENGINEERING THEN MEANT LITTLE TO DAILY LIVING. TODAY IT IS VITAL. IN FACT, TENS OF THOUSANDS OF GRADUATE ENGINEERS ARE NEEDED BY AMERICAN INDUSTRY YEARLY. FOR STUDENTS NOW PLANNING THEIR EDUCATIONS, ENGINEERING OFFERS FASCINATING AND WELL-PAID CAREERS.

185 PRODUCTS
IN ALL ARE MADE BY **BORG-WARNER**

Believe It or Not!

ENGINEERING
B-W
PRODUCTION

DOING A GOOD TURN FOR AIR RAID SIRENS... SPURRING JETS ON TO NEW SPEEDS... PRODUCING COLD THAT WON'T WILT FOODS!

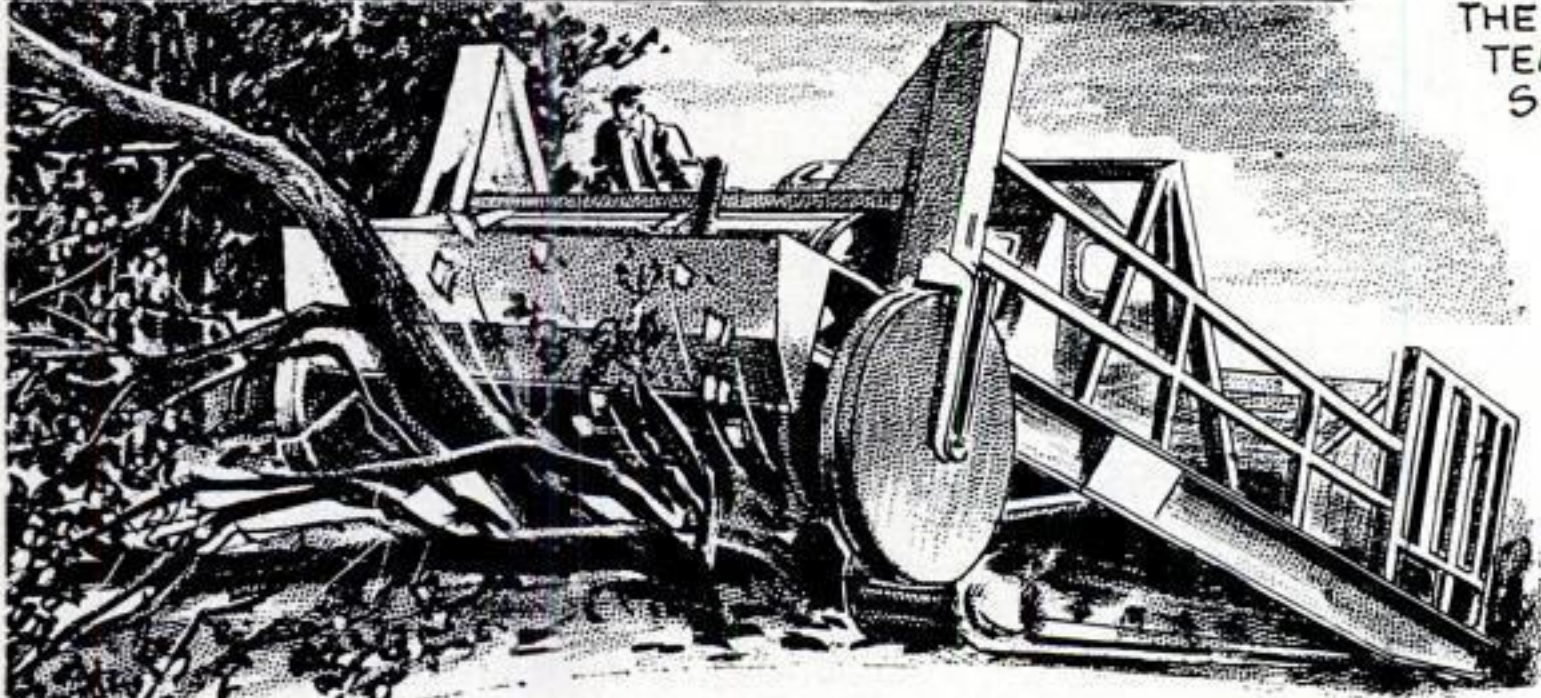
BORG-WARNER SKILL AND INGENUITY TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY.

FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS CONTAIN ESSENTIAL **B-W** PARTS. EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL **B-W** EQUIPMENT. 9 OUT OF 10 FARMS SPEED FOOD PRODUCTION WITH **B-W** EQUIPPED MACHINES. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF **B-W** HOME EQUIPMENT AND APPLIANCES.



NEW "BALANCING ACT" GIVES THIS REFRIGERATOR A STEADIER CHILL!

IN THE NEW REFRIGERATOR-FREEZER COMBINATION MADE BY **B-W'S NORGE**, EVERYTHING IS AUTOMATIC. THERE ARE NO MANUAL CONTROLS. THE SIMPLIFIED COLD-MAKING SYSTEM BALANCES ITSELF TO KEEP TEMPERATURES PRECISE IN BOTH FREEZER CHEST AND STORAGE SECTION. AND BY BALANCING HUMIDITY AND COLD, IT PERMITS UNCOVERED FOODS TO BE STORED WITHOUT DRYING OUT OR WILTING.



TREE MOWER CLEARS AN ACRE AN HOUR!

IN THE 6-FOOT PATH OF THIS LAND CLEARING MACHINE, EVERYTHING THAT GROWS GOES. WHIRLING WEDGES OF STEEL MOW DOWN 8-INCH TREES -- AND CHEW THEM TO SHREDS. A SPECIAL CONTROL MECHANISM FROM **B-W'S ROCKFORD CLUTCH** APPLIES AND REGULATES THE TREMENDOUS ENGINE POWER NEEDED FOR SUCH FAST, THOROUGH MOWING.

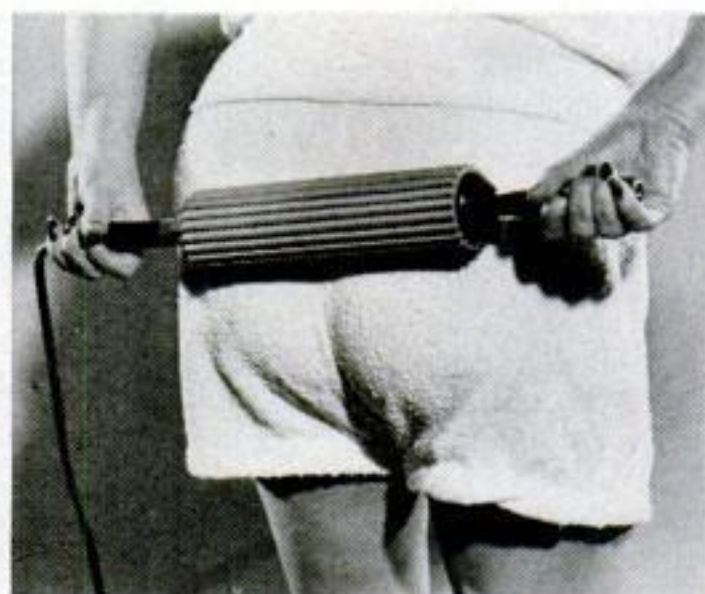
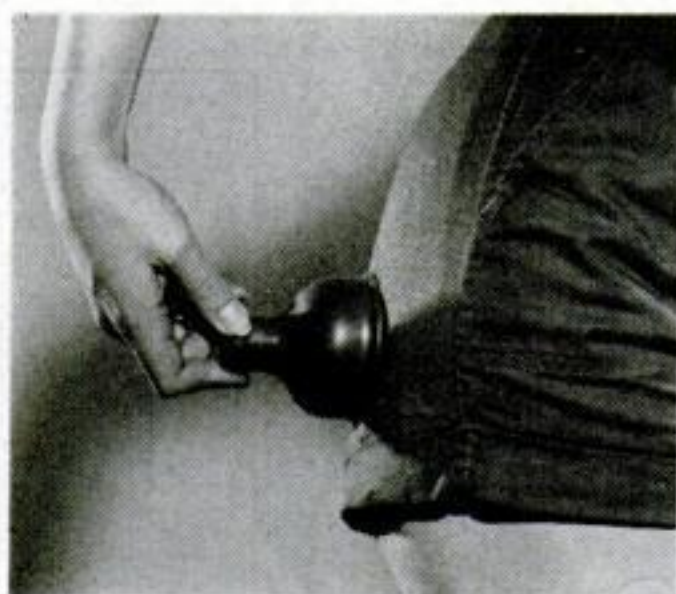
MODERN PAUL REVERE SHOUTS A WARNING OVER 50 SQUARE MILES!

ON GUARD IN SOME OF AMERICA'S BIGGEST CITIES, THIS HUGE AIR RAID SIREN'S EAR-SPLITTING CRY CAN ALERT A 50-SQUARE MILE AREA IN A MINUTE. TO DO THIS IT IS ROTATED AT AN EXACT SPEED BY A SPECIAL CHAIN DRIVE MADE BY **B-W'S MORSE CHAIN**. THE ACCURATE LINKS ASSURE PRECISE TIMING TO MAINTAIN THE RIGHT SOUND INTENSITY IN EVERY DIRECTION. DURABLE AND DEPENDABLE, THIS DRIVE NEEDS LITTLE CARE.



NEWEST IN AIR RAID SIRENS.

These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago: ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • CLEVELAND COMMUTATOR • DETROIT GEAR • FRANKLIN STEEL • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHLEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WOOSTER DIVISION



MASSAGERS tempt those who hope to reduce without diet. But the American Medical Association says, "There is no scientific proof . . . that massage . . . can

be effective as a reducing measure . . . [it] may be of some value *after* fat has been removed . . . by appropriate dieting . . . in restoring elasticity to sagging skin."



EXERCISERS are considered by A.M.A. to be of use only in maintaining tissue tone after diet has lowered weight. Steam baths are deemed useless for reducing.

THE PLAGUE OF OVERWEIGHT

Despite claims, will power is only cure

The most serious health problem in the U.S. today is obesity. Some five million Americans, medically considered "obese," weigh at least 20% more than normal and, as a result, have a mortality rate 1½ times higher than their neighbors. The death rate from heart disease among the heaviest of them is twice that of thinner people and they suffer more frequently from hardening of the arteries. Another 20 million Americans are classed by doctors and insurance men as overweight (10% above normal) and are drastically prone to diabetes, gallstones, hernia, kidney and bladder impairments and complications during surgery and pregnancy.

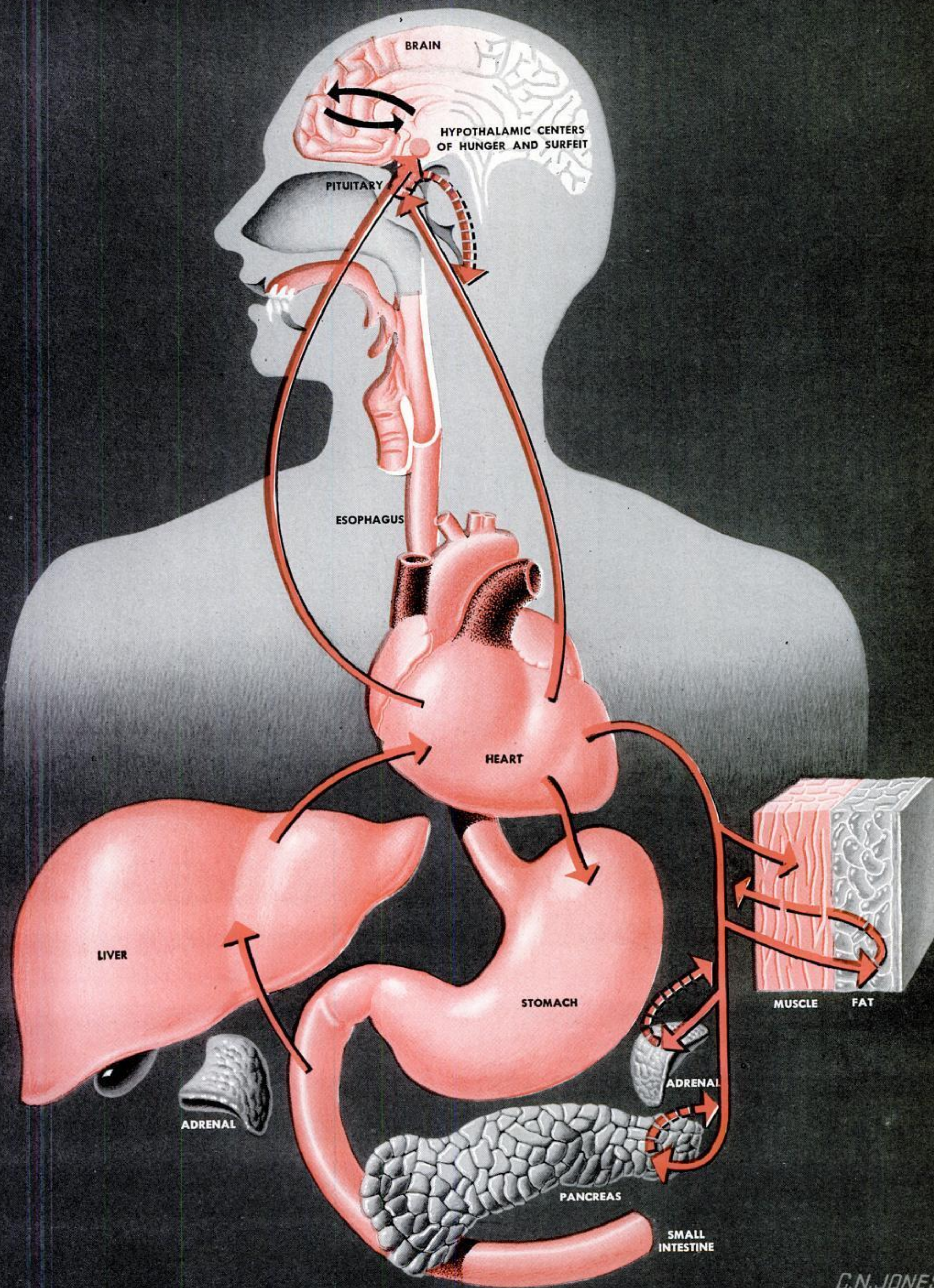
Yet, though they may go about feeling unattractive or uneasy, most fat men and women refuse to be shamed or frightened into reducing. They take refuge in myths about obesity, saying, "It's my glands," or "It's inherited," or "I never get time to exercise" or "I'll go on a quick diet." They seek relief in a plethora of fat-sloughing gadgets (*above*) and dietary aids (*below*). But there is very little truth in the myths, little validity in their excuses, no cure in the aids. Obesity from glandular abnormality is very rare. A tendency to overweight and certain physical imbalances that increase hunger may be inherited, but the fat itself is not. Exercise plays only a minor role in reducing. Most pills are useless for taking off weight and some are dangerous. There is no real effectiveness in a "quick" diet unless it is followed up by restraint at the table.

The uncompromising truth is that obesity is caused by gluttony. The average overweight American stuffs himself with far more nourishment than he needs for his relatively sedentary life. He thus upsets his body's energy balance, taking in more calories than he can expend and storing the excess as fat. The physical and mental reasons behind his greed are only now being discovered (*p. 124*), but the results are all too clear. As the waistline expands, overeating becomes a habit. Nothing will slim the figure except curbing the habit through diets which, though they vary according to the individual, all aim at decreasing the intake of high calorie foods. Any diet calls for strong will power, which Americans, despite the current nationwide interest in reducing, have not shown. The struggle of one girl to fight fat with will is shown on the following pages.



PILLS AND POTIONS are sold in vast amounts. Some advertise they create bulk in stomach to offset hunger. Others add vitamins to diet. The A.M.A. has

said that many preparations, including those above, contain no ingredient or combination of ingredients which, in themselves, cause loss of weight or appetite.



APPETITE IS CONTROLLED, according to a widely held theory, by a sequence of chemical events beginning with the conversion of starch to glucose in the small intestine. Glucose is a sugar which can be burned in the muscles, stored in the liver as glycogen (animal starch), or deposited as fat (square

section at right). As glucose-laden blood circulates (solid red arrows), a brain center called the hypothalamus measures its glucose content. When the content is high, the mind receives impulses (solid black arrows) that produce a lessened appetite; the pancreas puts out a hormone (insulin) which

helps convert glucose into glycogen for storage in the liver, and into fat for deposition throughout the body. When the glucose content is low, the mind is aware of hunger; the pituitary and adrenal glands release hormones (dotted lines) which help change glycogen back to glucose and convert fat to energy.



BULGING AT BEACH in 1949, 197-pound Dorothy self-consciously leaves locker room for swim. She covered up embarrassment by being very jolly and gregarious.



IN GYM IN NEW YORK SWEAT-SUITED DOROTHY FINDS WORKOUT DID NOT BY ITSELF

A GIRL FINDS HOW HARD

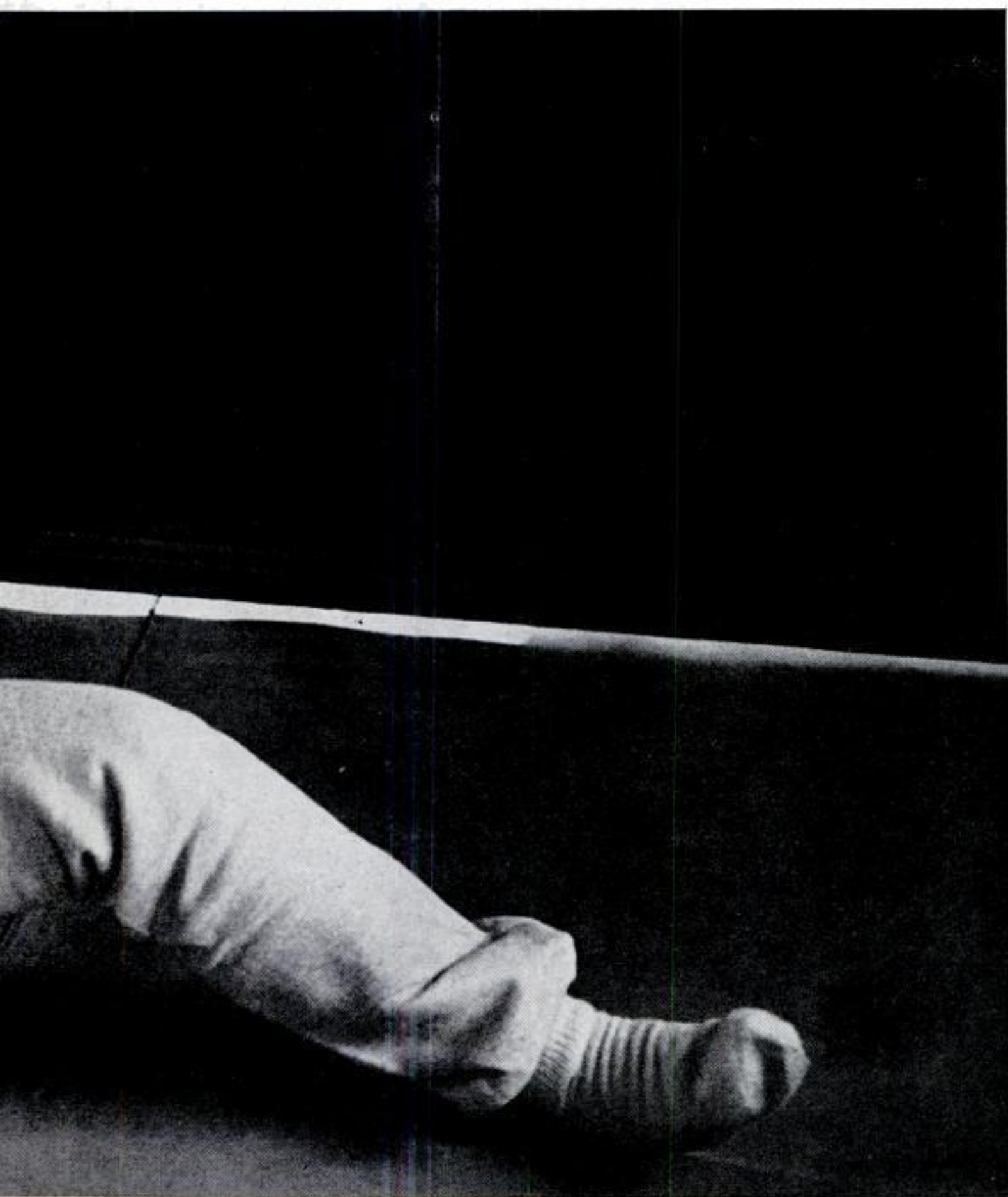
When she finished high school in Tyner, Tenn. in 1940, 5-foot 5-inch Dorothy Bradley weighed 205 pounds and fit snugly into a matronly size 44 graduation dress. She had overeaten from the time she began to mature, possibly because of an unconscious emotional turmoil. But Dorothy wanted to be a doctor and felt she should be in top physical shape to get through the strain of medical school. So for the first time in her life she pitted her will power against her weight. She consulted a doctor and began following a strict diet, ignoring the temptations of snacks and party



DATELESS AT DANCE, Dorothy watches others fox-trot at church party. Men liked her gaiety, but she said, "No boy I'd have would marry me at this size."



HUNGRY AT DRUGSTORE after a day's work earning money for nursing school, Dorothy envies slim girl's milkshake, orders lemonade without sugar for herself.



REMOVE POUNDS BUT DID HELP AVOID FLABBINESS AS SHE LOST WEIGHT BY DIETING

IT IS TO GET RID OF FAT

goodies which hospitable people are forever placing before the poor person who is trying to reduce. In two years Dorothy lost 60 pounds. Then she realized she lacked the money for medical training. While she struggled with disappointment and compromised on becoming a nurse, she backslid. She began drinking two milkshakes a day, again found herself an ungainly sight at the beach. But the incentive of nursing school spurred her to get back on a diet. She slimmed down 67 pounds, won her nurse's cap and now is head nurse at a settlement hospital in Kentucky.



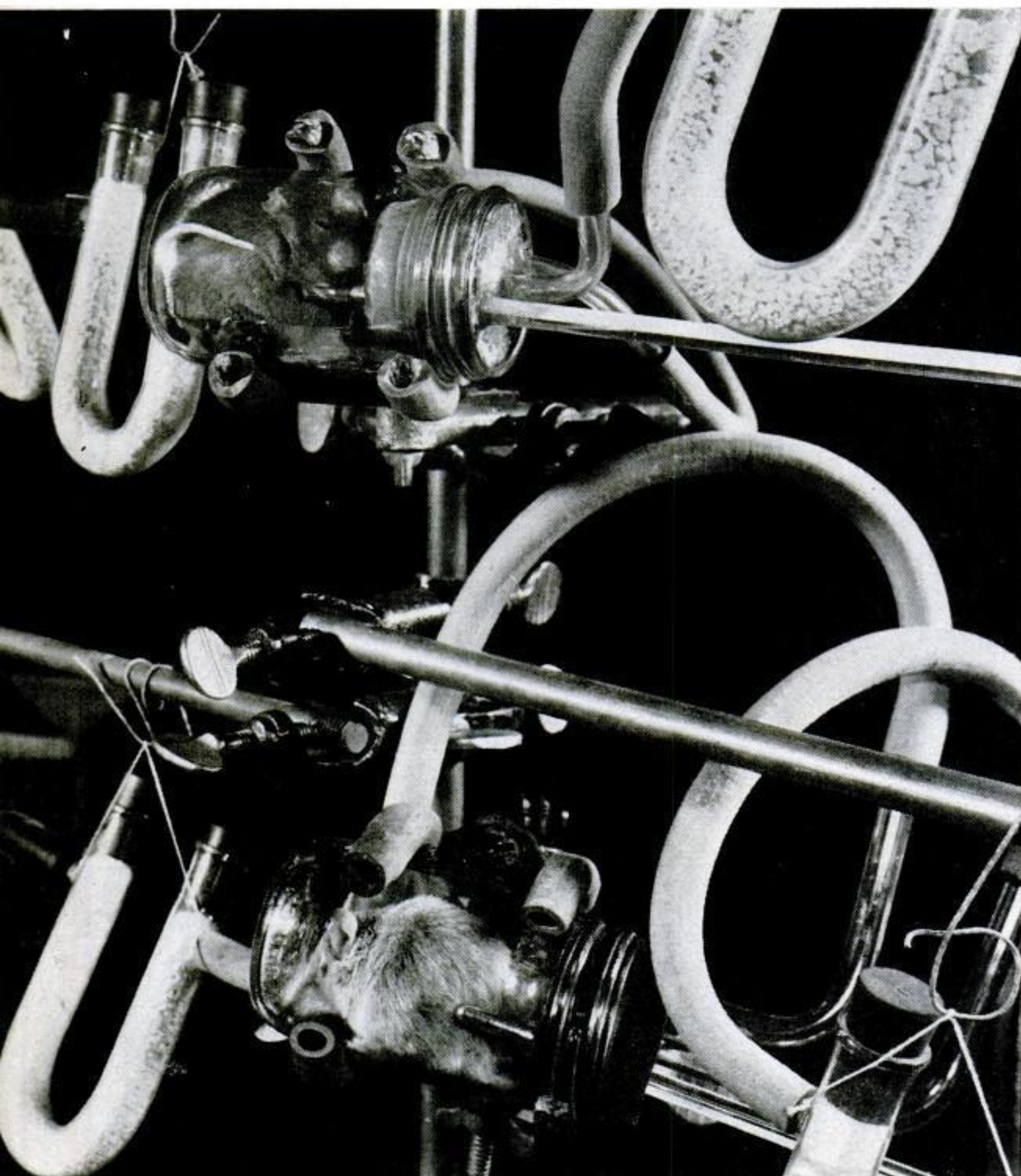
EMBARRASSED AT SHOP because she wears size 40, Dorothy tries on new dress. A friend encouragingly points out that dieting has reduced waistline two sizes.



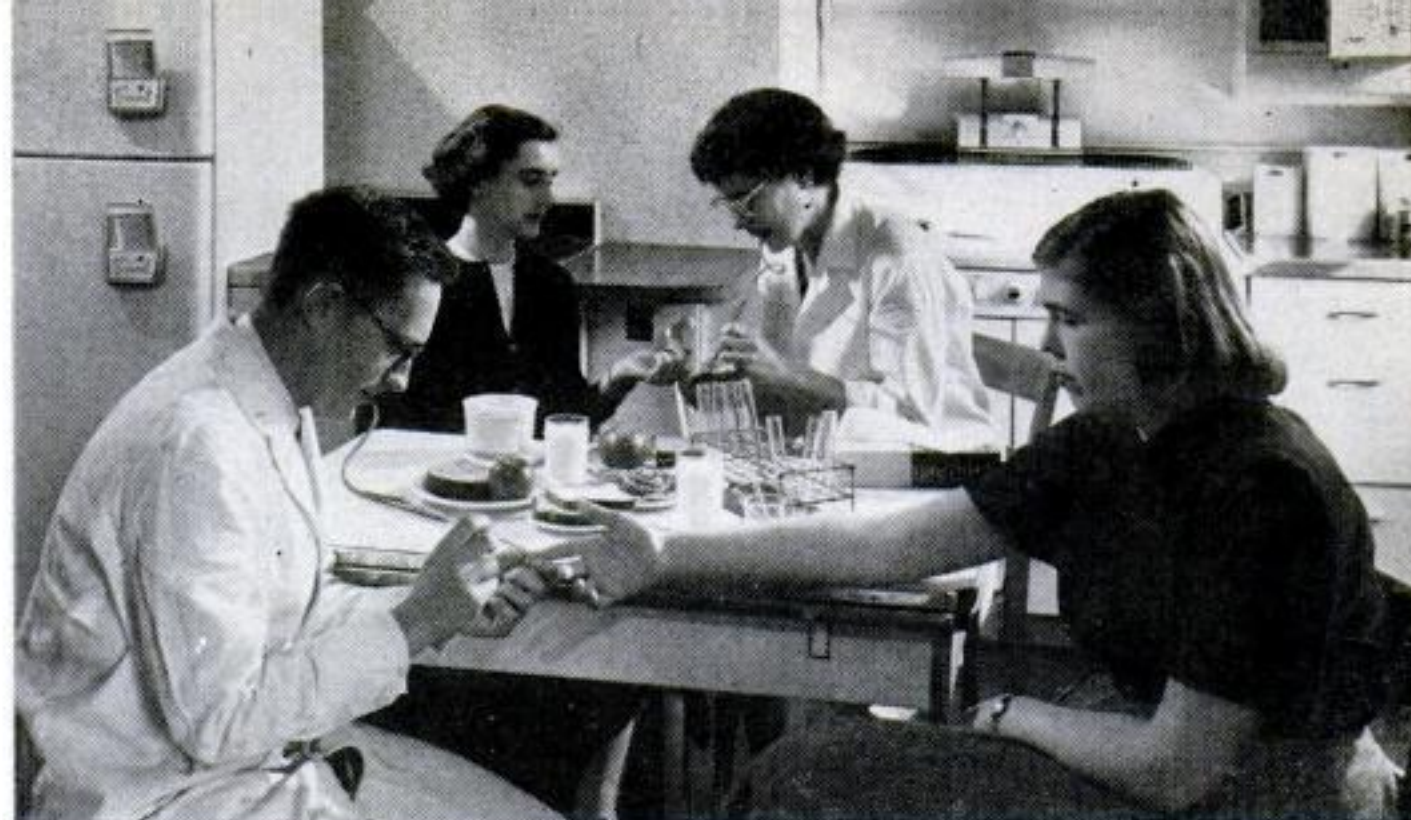
CRYING WITH HAPPINESS, Dorothy receives nurse's cap at Columbia University's School of Nursing. She had reduced to 150 pounds, passed physical exam.



NOW DOWN TO 155 POUNDS, AN ATTRACTIVE DOROTHY DANCES AT NAVY BALL—→



METABOLISM DIFFERENCES between fat mouse (in top jar) and normal mouse (bottom) are studied by collecting animals' exhaled gases in glass apparatus.



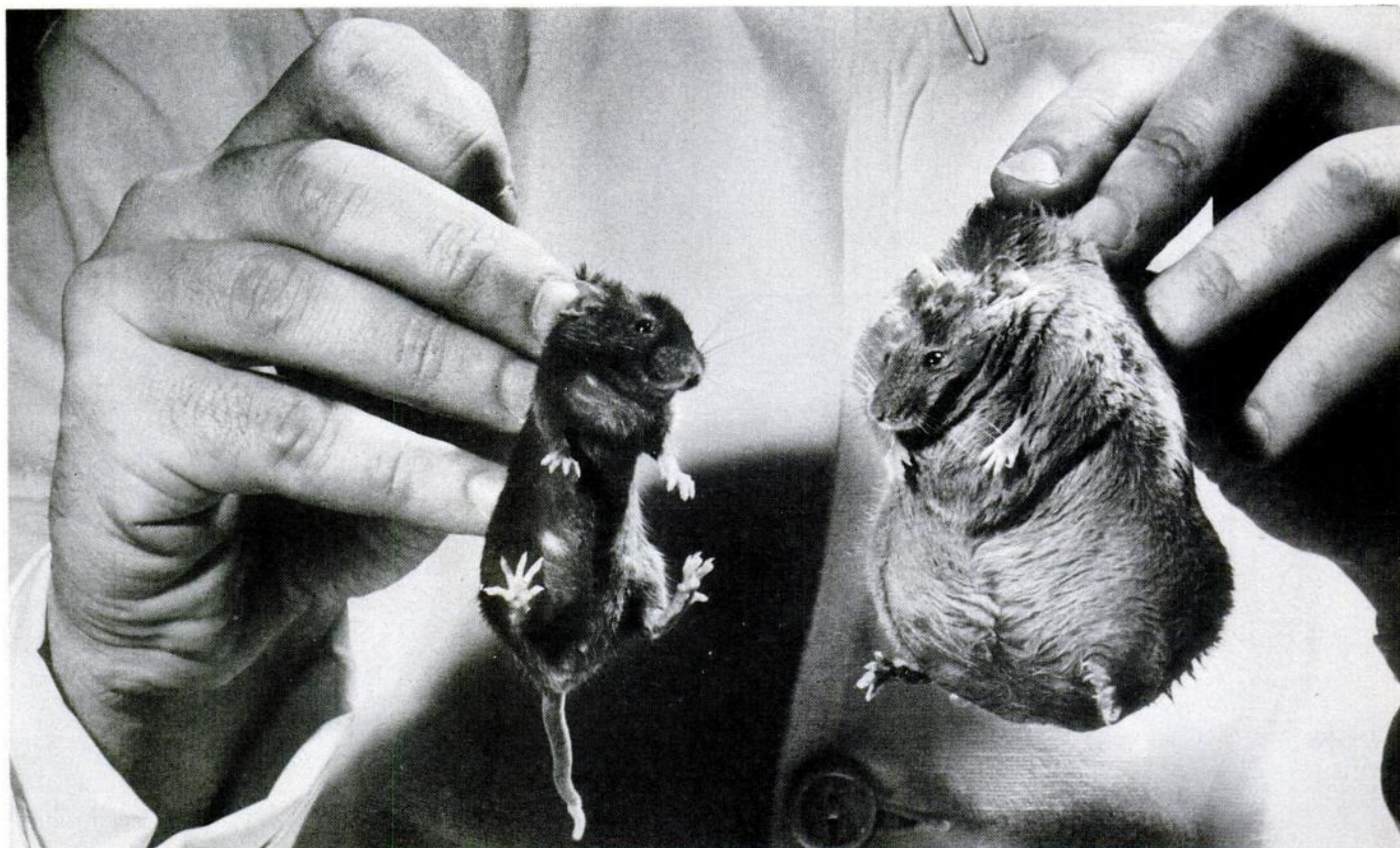
PLUMP AND LEAN GIRLS GIVE BLOOD AT HARVARD TO COMPARE GLUCOSE CONTENT

SCIENCE SEEKS CAUSES

Obese people, in the view of the U.S. Public Health Service, are not just foolish or slack but sick—and as much in need of help as any other sick people. The Service is now sponsoring animal studies and human tests to seek physical and mental reasons for overeating.

On the physical side a team headed by Harvard's Dr. Jean Mayer, who discovered how glucose triggers the hunger-surfeit centers of the brain (*p. 121*), is following up a new clue, the amount of phosphorus in the blood. To stimulate these brain centers the blood's glucose must create electrical energy, which it does only by linking up with phosphorus. Presumably many people become obese because they have an insufficient supply of glucose phosphate at the brain centers, which are therefore unable to regulate the appetite properly. Harvard research also suggests that overweight may result from the overproduction of insulin during a meal. This insulin cuts the glucose level so sharply that the hunger centers in the brain are activated even while a big meal is being consumed, so that the eater gorges on second and third helpings.

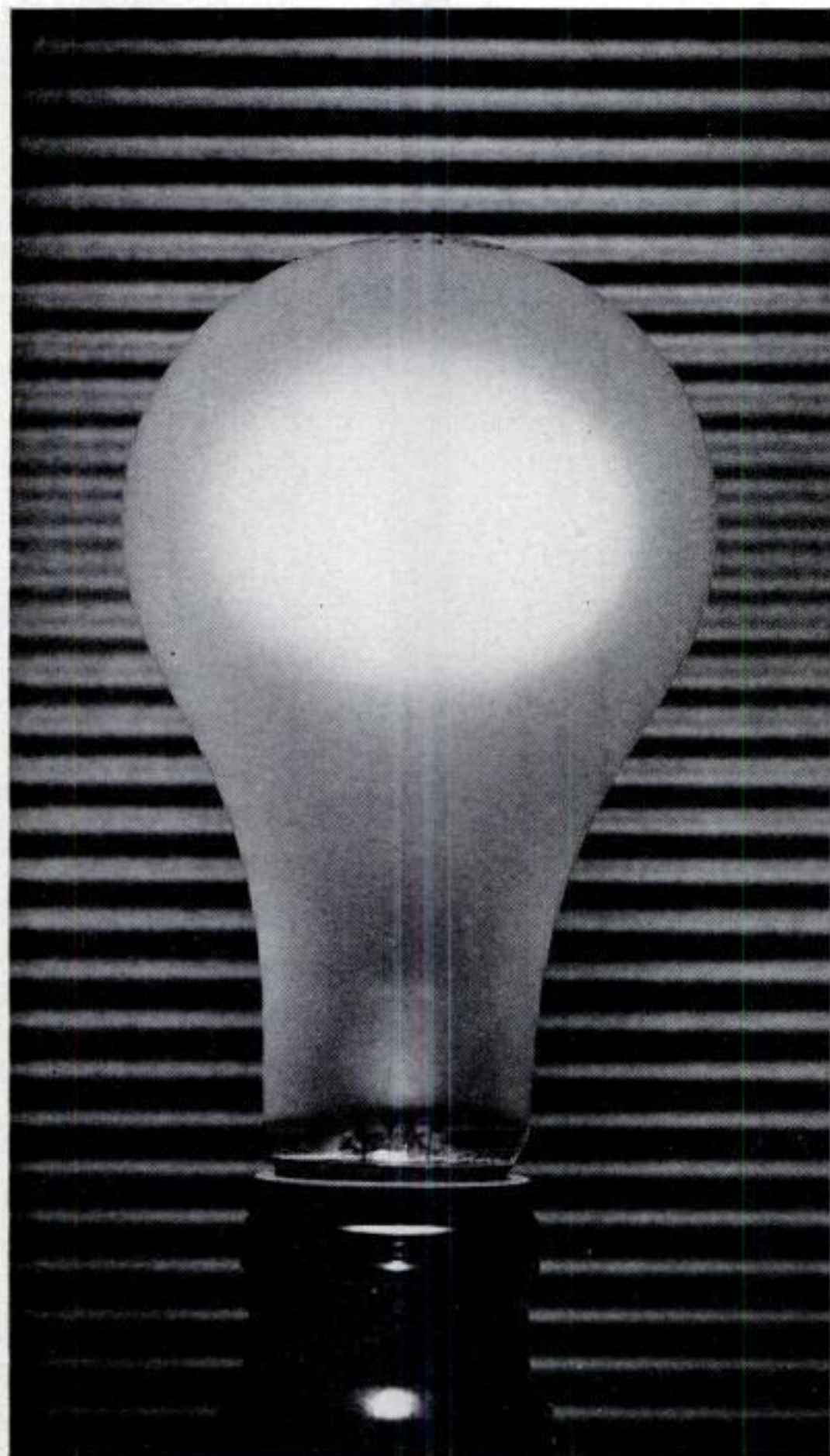
Some of the mental causes of overeating are being pretty clearly catalogued. Lonely people sometimes try to substitute the satisfaction of eating for the satisfaction of friendship. Others overeat out of boredom or to release pent-up feelings. And many obese people stuff themselves as a balm to unhappiness, thus tragically aggravating their misery.



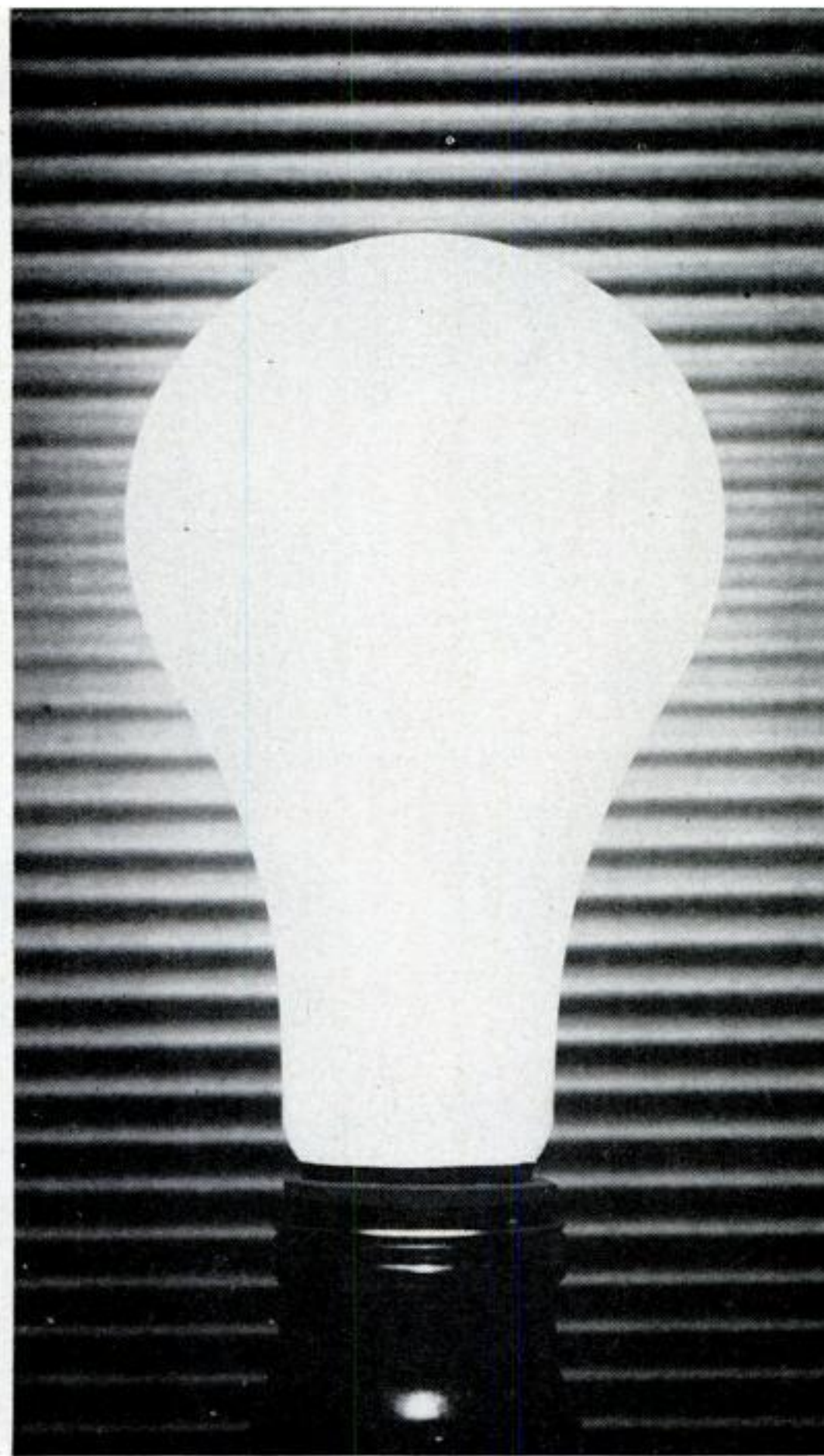
HEREDITARY DIFFERENCES, created by breeding mice possessing a peculiar gene, result in inability of mouse at right to burn as energy body chemical called

acetate. Acetate instead is turned into fat. Fat mouse chooses more fatty foods than normal one (held at left), is 100 times less active and six times heavier.

New G-E "White" bulb is bright all over



Note concentrated bright spot in ordinary bulb, above.



See the difference! G-E "White" bulb has soft, even light all over.

SOFTENS SHADOWS, CUTS REFLECTED GLARE

The problem baffled lighting engineers for years. Sure, they could make light bulbs without the annoying bright spot in the middle. But when they did, the bulbs gave less light.

Then G.E. discovered the "Q" coat. It's a coating of silica on the inside of the bulb. It makes G-E "White" bulbs shine evenly all over. No annoying bright spot. *But*—just as much light!

It's a softer light you get from General Electric "White" bulbs. More flattering to your furnishings. More pleasant to read by.

General Electric "White" bulbs look whiter and cleaner even when they're not lighted. And they *stay* that way for life.

Most General Electric light bulb dealers have the new "White" bulbs now. Look for the word "White" on the package.

60-watt bulb...21¢

handy 4-bulb pack...84¢

100-watt bulb...23¢

easy to carry 4-bulb pack...92¢

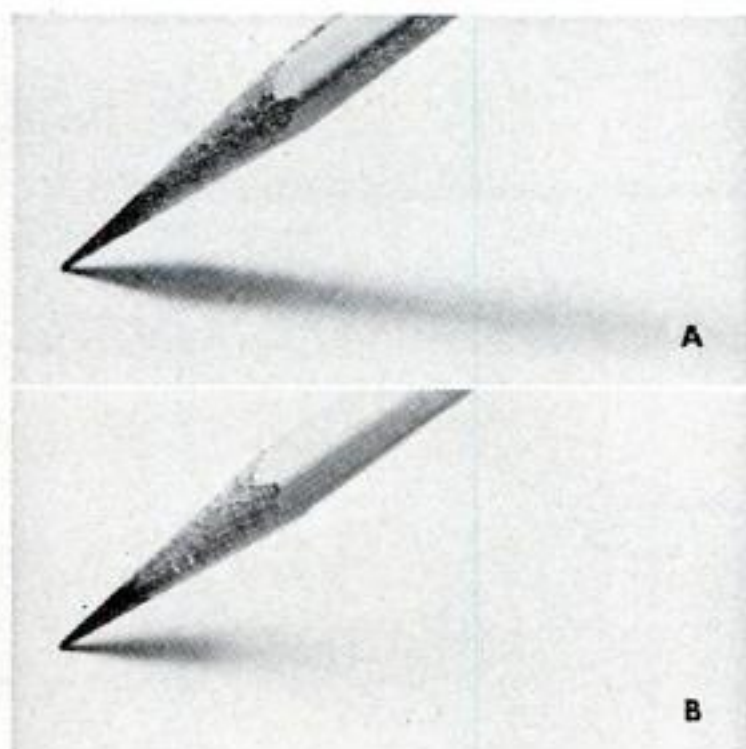
New 50-100-150-watt...48¢

ALL PRICES PLUS TAX

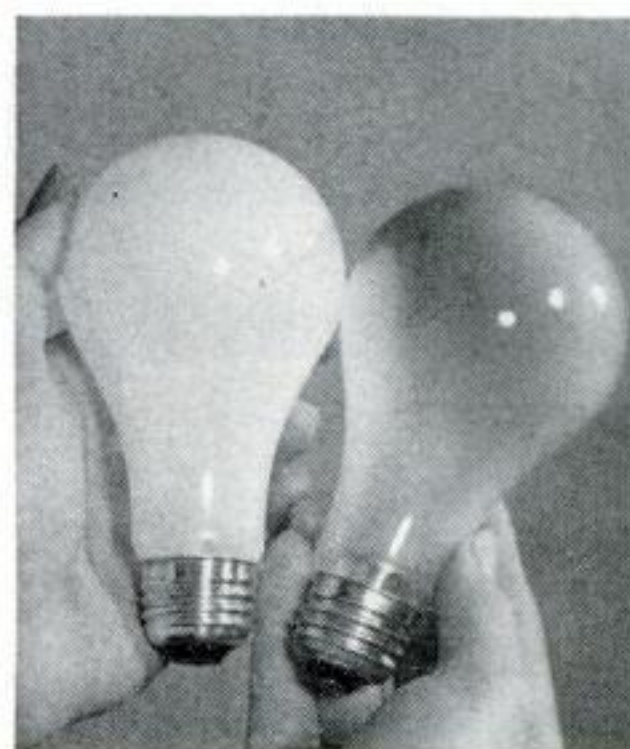
4 REASONS WHY YOU'LL LIKE G-E "WHITE" BULBS



1. LESS GLARE WHEN READING—With General Electric "White" bulbs, there's less glare reflected from glossy pages. Less glare from polished furniture, too!



2. SOFTER SHADOWS—Top picture shows sharp, dark shadow cast by ordinary bulb. Note difference in bottom picture: G-E "White" bulb makes shadow softer, lighter.



3. LOOK BETTER UNLIGHTED—Note the clean look of the G-E "White" bulb, left. "White" bulbs stay that way for life.

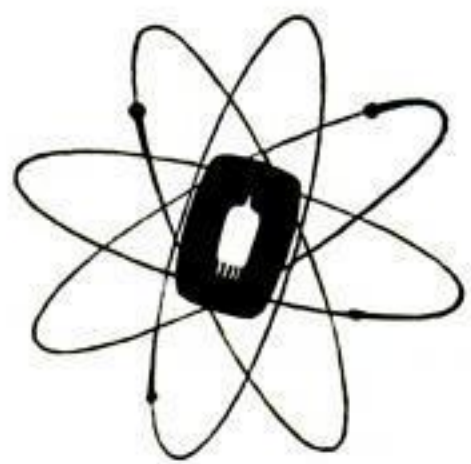


4. MORE EVEN LIGHT—General Electric "White" bulbs are recommended for reflector fixtures often found over work benches, laundry tubs.

You can put your confidence in—

GENERAL  ELECTRIC

Now, super-sensitive Electronic Moduflow system opens a



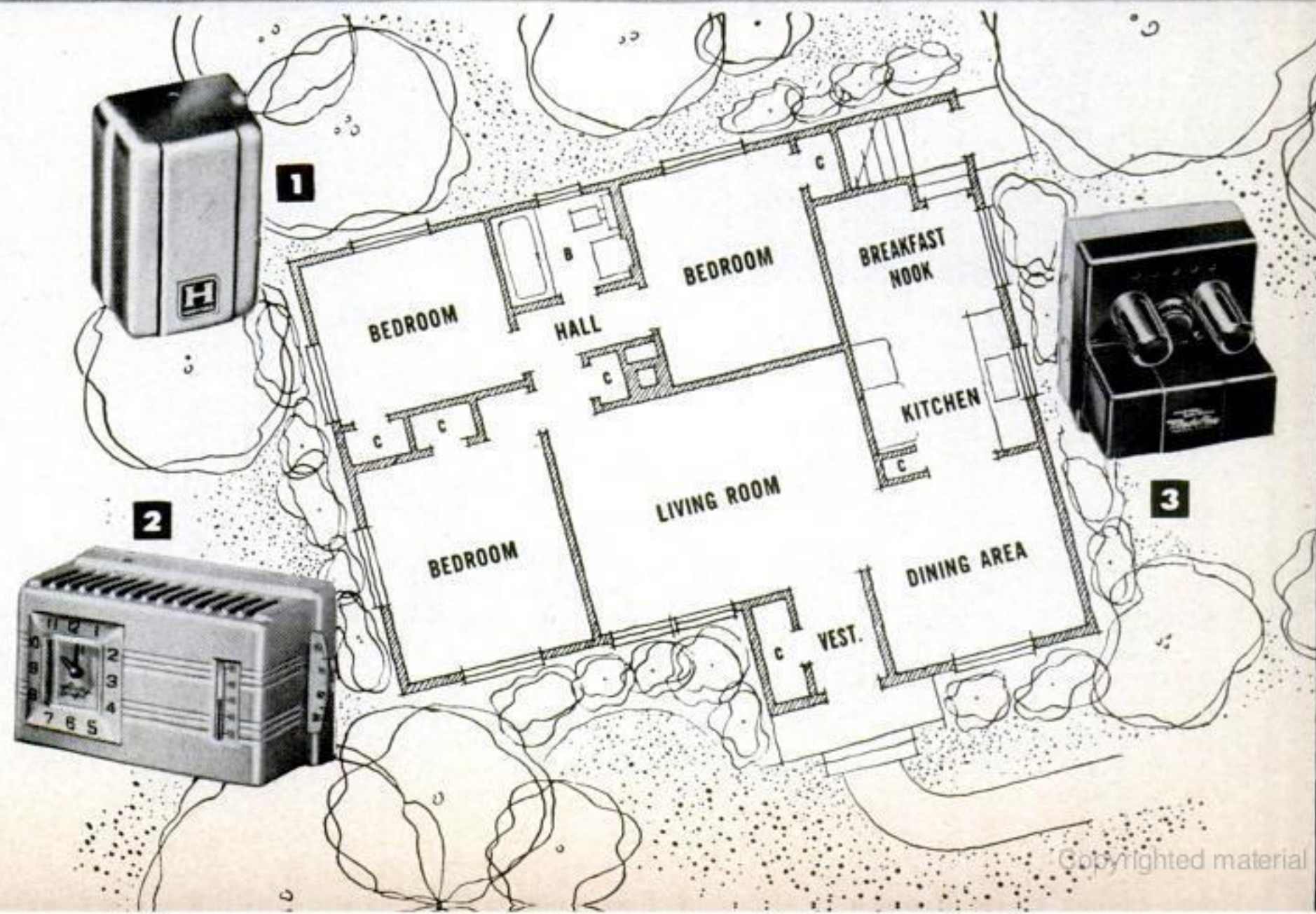
Thermostat outside your



*Electronic Moduflow home in Cleveland, Ohio. Price in Cleveland: \$16,500.
Builder: A. Siegler and Sons. Architect: Marvin Rukin. Electronic Moduflow was
installed by Universal Sheet Metal Co.*

What Electronic Moduflow is, and how it works

Only three simple parts make this wonderful system work. The Electronic Weathercaster (1), mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier (3) which automatically adjusts the heating plant to provide the amount of heat required to keep your home at the right temperature —no matter how changeable the winter weather might be.



new world of home comfort! Costs \$199⁴⁰ installed...easy terms...

house gives you ideal Weather Control inside

You get constant wintertime comfort, your heating plant works better—with Honeywell Electronic Moduflow system

Honeywell Electronic Moduflow is the electronic temperature control system that gives you the luxurious winter warmth you've always wanted. It does this by making use of a wonderful new development—a thermostat *outside* your house.

This outdoor thermostat, called the Electronic Weathercaster, is the key element in the new Electronic Moduflow System.

Electronic Moduflow works on this scientific principle: *Constant indoor temperature won't give you constant comfort. As outside temperatures go down, inside temperatures must go up.*

Why you need varying indoor temperatures

Tests show that if indoor temperature is merely held constant as outdoor temperature falls, you feel chilly and uncomfortable. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body.

So Electronic Moduflow automatically changes the temperature indoors as the outside temperature varies. This keeps your *comfort* constant . . . gives you perfect indoor Weather Control.

It's easy to get Electronic Moduflow for your home

When you're buying a *new house* Electronic Moduflow can be included in your mortgage. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. No carpentry or construction work is required to install it. The price, \$199.40, includes average installation cost. With a home improvement loan you can pay as little as \$6.39 a month.

Albert E. Siegler, a leading Cleveland builder



Albert E. Siegler is president of A. Siegler and Sons, a top home building firm in Greater Cleveland for over 30 years. Designer and planner of Southgate, the firm has built more than 4,000 homes. Currently the Siegler's are building a 400-home project. Each home is being equipped with Electronic Moduflow.

MINNEAPOLIS
Honeywell

Electronic Moduflow



Your body loses heat less rapidly on a mild winter day, because walls are warmer. If you're average, you're comfortable with the room at 71°.

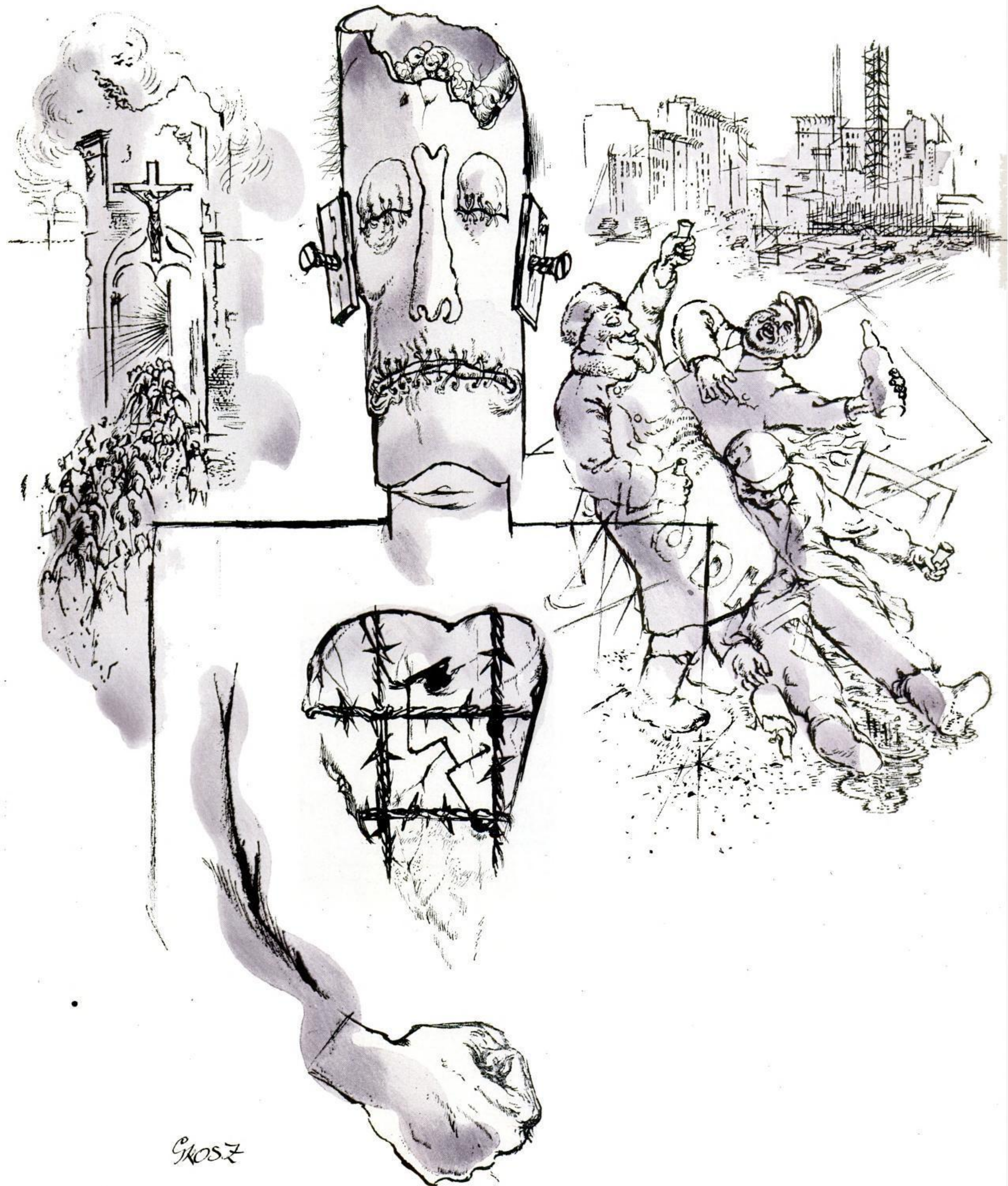


Your home loses heat faster when temperature drops, making walls colder. So Moduflow automatically raises room temperature—to keep *comfort* constant.

No house is a modern house without Electronic Moduflow!

See your builder, heating dealer or architect *today*. *Insist* on this truly *modern* comfort control system for your present home or the one you are planning to build or buy.

Write *today* for free book, "The Story of Electronic Moduflow." Also the name of your nearest Honeywell dealer. Write Honeywell, Dept: 2849, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ontario.



'If I Were a Diplomat for the West . . .'

**Escaped Polish scholar describes harsh life of worker, teacher, lawyer
and doctor under Soviet master plan and suggests policy to thwart Reds**

by DR. MAREK S. KOROWICZ

Dr. Marek S. Korowicz, Polish authority on international law and one-time delegate to League of Nations, last week told how his nation's Communist rulers took a calculated risk in sending him as a "showpiece" to their United Nations delegation in New York and how he walked out to work for a liberated Poland. In this concluding instalment he gives a detailed account of everyday life of all ranks and callings in a Red satellite and gives his views on Communist long-term strategy as it reveals itself on the Soviet side of the Iron Curtain to a student of international affairs.

ABOUT 60 miles inside Poland's southern border, on a plain where once there was nothing but fields and forest, a new city is rising. It centers around a tremendous new steel foundry, which when completed will be one of the largest in all Europe. The city is called Nowa Huta (New Mill) and it already has some 40,000 inhabitants, packed tightly into row on row of ugly new three- and four-story flats. The buildings are still going up; the population increases every day. Soon Nowa Huta will be one of the great industrial cities of the world—and a monument to Communist ambitions.

What postwar Poland needed if she were to catch up with the living standards of the U.S. or England was more factories to turn out consumer goods—modest items like pots, pans, umbrellas and fountain pens. Instead the steel city of Nowa Huta was built. Another new steel plant was put alongside one already established in the city of Czestochowa. New mine shafts were sunk to tap Poland's coal. Big chemical plants began to appear on the landscape, including a sulphuric acid plant near the city of Wizow which is said to be the biggest of its kind in Europe.

In the prewar year of 1938 Poland produced about 38 million tons of coal. Now the annual figure, according to government statistics, is 88 million tons. Steel production has risen from 1.5 million tons to 3.6 million, the output of electricity from 4 million kilowatts to 12 million. The 1953 figures, like all Communist announcements, are perhaps exaggerated for propaganda purposes (and they also include territory which was not in prewar Poland), but at least they indicate a pattern of tremendous growth in heavy industry, the kind most useful for waging war.

The Polish citizen has of course not profited in the slightest from this industrial expansion. Coal is very expensive despite all the new mines, and many citizens never get enough of it to keep warm through the often difficult winters. The reason, I discovered, is that only a third of Poland's coal output is ever used in Poland. Another third is commandeered by Russia. The final third goes West to be dumped for whatever it will bring. Despite shipping costs, the Swedes can buy Polish coal for less than the Polish worker must pay.

The Soviet Union is not denying Polish coal to the Poles out of mere sadism any more than it is building a huge new steel city to make Poland stronger. Both actions make sense only as part of a Soviet master plan—which I will discuss later—to dominate the world.

But while it exploits the Poles, the Soviet also wants their loyalty, for as long as Poland remains sullen and secretly rebellious, she is no real asset regardless of her industrial production. And the Russians fear, quite rightly, that the Poles are far from safe for Communism.

Communism has given them little to be thankful for. I lived in Red Poland for seven years before I made my escape last September. As a professor I traveled a good deal and knew many hundreds of people from all walks of life. I even had the opportunity to meet a few people from some of the other nations which have been captured by the Russians, and to learn that life in these nations is very much the same as in Poland.

Here then is how you would live if you were a Pole or a Czech or a Romanian or any of the other unfortunate people who have been Communized against their will. Let us start with the workman, who is supposed to find his paradise under Communism.

Far from being king, the worker is at the very bottom of the hopeless heap in Poland's new economic system. He works eight hours a day Monday through Saturday. For this 48 hours of basic time he earns roughly the American equivalent of \$60 or \$80 a month. Theoretically he earns more by working overtime, but what actually happens is quite different. Several times a year, shortly before each of the big Communist holidays like May Day, he is summoned to a meeting of his so-called "union." There he finds on the speaker's platform the president of the union, the first secretary of the plant's Communist party committee and the director of the plant. These three are in effect the dictators of the plant.

At such meetings the worker is generously allowed to "vote" (nobody dares dissent) to put in—before the next holiday catches up with him—50 free hours of work over and beyond his customary hard 48 hours a week. The workers curse their "holidays" but there is nothing they can do about it. These so-called voluntary contributions of working time are made by all the unions, even the professors' union to which I was forced to belong. I was asked before every big Communist holiday to sign a pledge that I would work 30 or 40 or 50 extra hours consulting with my pupils. I gladly signed—and then spent the time with a little group of anti-Communists I had selected to teach in secret.

An engineer friend told me of an unusual incident that happened at a coal mine. At a union meeting called for the express purpose of volunteering overtime, a group of 15 miners rebelled. Their spokesman got up and said, "Mr. Chairman, my friends and I are very much in favor of the People's Republic. We are eager to contribute whatever we can to the glorious fight against the capitalist imperialists. But we lack the strength to work this additional 50 hours, and we are forced to excuse ourselves."

The 15 impudent miners were immediately arrested as saboteurs and American agents. They were tried and sent to jail, and when they got out they were scattered to different jobs all around Poland.

LIVING DEATH of Poland's slavery is symbolized by Artist George Grosz's silent man, whose brains are pitilessly exposed but within whose breast still beats the hope of liberation. The people's only solaces against this torture are the Church—and the oblivion of drunkenness.

CONTINUED ON NEXT PAGE

America's Most Popular WORK CLOTHES



FIT YOU!
...fit your job

Men who have good jobs like yours prefer DICKIES ... for fit ... for style ... That's why DICKIES sells more matching shirts and pants than any other brand of work clothes. And now — DICKIES are available in *seven* colors — there's a color to fit your job in fully Sanforized twill. The next time you need work clothes, ask for DICKIES.

**for Men
of
Production**

Dickies

WILLIAMSON-DICKIE MANUFACTURING CO.

509 W. Vickery Blvd., Fort Worth 1, Texas

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Copyright, 1954 Williamson-Dickie Mfg. Co.



NEW COAL MINE is opened by Reds' Coal Minister Nieszporek (in fancy hat) as part of Poland's enforced expansion of plants for basic war materials.

KOROWICZ CONTINUED

Strikes are barred. The last attempt at one that I heard of occurred three years ago in a coal mine near the city of Sosnowiec, where some 300 miners staged a sit-down and refused to leave the pit. The Polish deputy premier, Alexander Zawadzki, was called in to try to end the strike. Claiming to be a former miner himself, he went into the pit to reason with the men. Instead of feeling honored the men held him captive for 12 hours until armed security agents, rushed to the mine from nearby cities, broke up the demonstration. Thirty miners who led the strike were arrested — and never heard of again.

After his long and arduous hours at the job, the workman has little to look forward to in his few hours of leisure and his Sundays. His salary barely meets expenses, even for the crudest of diets and dress. Because of the housing shortage, a workman, wife and three children are entitled to a space about equal to two tiny rooms measuring 10x16 feet, and they cannot always find even the amount of room which the law allows. In Warsaw and Cracow I have seen as many as eight families living in a single small three-room apartment, with one tiny kitchen and one bathroom.

Oblivion in alcohol

It is small wonder that a good many workmen have taken to drink. Before the war Poland was a nation of light drinkers. Now one sees men drunk in the street and on streetcars or trains, and the amount of drinking has become the subject of popular jokes. In January of 1953, for example, the government decreed a general increase in prices. Vodka went up 50% but wages rose only by 10 to 25%. At the time a joke was widely circulated in Poland about two workmen in a streetcar discussing the new decree. "Alas," said the first one, "now that prices are up we won't be able to drink as much vodka as usual." "What worries me," said the other, "is my poor wife. Now that the price of vodka is higher, she will have to get along on less money for the house."

Officially the Communist propaganda is strongly opposed to drinking. One even sees movie shorts on the evils of liquor. Regardless of what the propaganda line says, one can hardly turn around in Poland today without running into a state-owned liquor store or cafe. Men need an opiate behind the Iron Curtain and the government gladly provides it.

Though the workman is at the bottom of the heap, all others have suffered too. In relative terms, indeed, the salaried and professional classes have lost a great deal more. At the universities all salaries are now set by government decree. The highest-ranking professors, aside from the Communist party members who serve as chancellors and deans, receive a net salary equivalent to \$180

CONTINUED ON PAGE 133

YOUR FRIENDLY STANLEY DEALER

*really
needs no introduction*

It's only natural that your Stanley Dealer is so well and favorably known by most homemakers in your community. These women are accustomed to invite this Dealer into their homes as a friend and neighbor in whom they have every confidence. Then, too, in their daily round of household tasks, homemakers are continually reminded of this Stanley Dealer and the valuable service he, or she, brings them at fun-filled Stanley Hostess Parties. They think gratefully of this Dealer each time they save time and work in housekeeping, or improve personal grooming, with any of the many Quality Plus Products Stanley supplies for these purposes.

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a month. In terms of American money, they pay 25¢ for an American-sized loaf of bread, \$2.50 a pound for butter, \$1.25 a pound for the cheapest cuts of meat, \$2 a pound for run-of-the-mill sausage and \$3 a pound for good pure pork sausage. Coffee of American quality is unknown and even cocoa costs \$20 a pound. The cheapest kind of suit, too shoddy to wear to the classroom, costs \$60; a suit of first-class wool with good tailoring costs \$250. If the professor has a family, he cannot possibly make ends meet on his salary. He has to find outside work, which is often difficult, or his wife has to work.

As for lawyers, the government began squeezing them in 1949 by setting up a schedule of standard fees at ridiculously low levels. Unable to get along on income of this sort, most lawyers continued to charge more on an under-the-table basis. Clients were usually happy to pay the extra fee, but in the natural course of events a few complaints were made and a few lawyers hauled to court, tried and disbarred. To prevent any more such occurrences, two years ago the government decreed that all lawyers were to be organized into cooperatives. At the end of the month all fees paid to the cashier of the cooperative are added up and the cost of the office space and the office help is deducted. What is left is then divided among the member lawyers in proportion to the amount of work they have done. There is one consolation: a lawyer can still serve clients of his choice and he is still paid for his own individual work. But one lawyer friend of mine told me that the most he could possibly earn under the government-regulated fees was \$90 to \$120 a month; he and most other lawyers are forced to continue taking money under the table if they want to keep from starving.

Trapping the doctors

PHYSICIANS have been coerced in a somewhat more subtle fashion by the interesting device of setting their fees too high rather than too low. A physician engaging in private practice must charge \$6 for the first visit, far more than most people in Poland can afford. Moreover the private practitioner is placed in a special rent category: he pays around \$180 a month for office space, a fantastically high figure in Poland. He is the subject of frequent searching inquiries by the tax authorities. However, if he is willing to go along with the government, he can avoid some of the difficulties. He is considered to have done his duty if he works at a free clinic or free health insurance office for six hours a day, six days a week, for a salary of \$120 to \$150 a month. After hours he can treat his private patients. The tax people leave him alone, and the same private office that would otherwise cost \$180 a month now costs him only \$12. The result is that there are probably less than a dozen strictly private practitioners left in Poland. The rest of Poland's doctors all work their six hours a day in the government's free medical factories. The doctors work on an assembly-line basis, seeing hundreds of patients a day, rushing them through as fast as possible, winding up with their heads swimming. Then they retreat to their private offices to work on their own time.

There are no more Polish businessmen in the American sense, no industrialists, no salesmen. Practically everything is owned by the state; practically everyone works on salary. Even the small craftsmen like shoemakers are now mostly organized into cooperatives. A few artisans remain independent; they make things like furniture in their own little shops, with a staff of perhaps a half-dozen workers. Their days are obviously numbered.

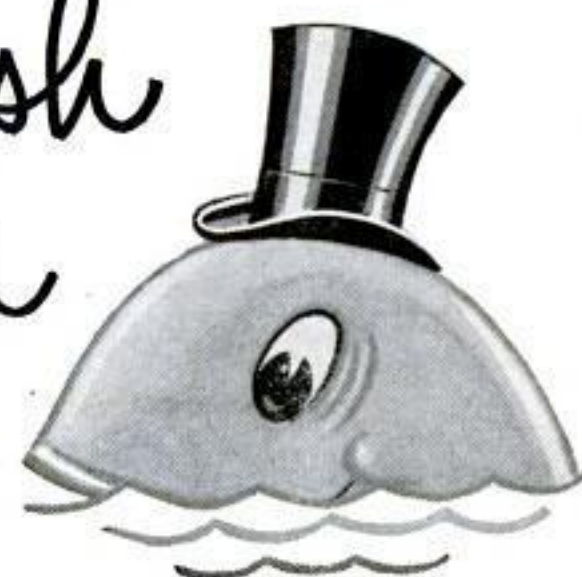
Theoretically, Communism is the leveler of all classes; actually there is a rigid caste system in Poland. The new Polish aristocrats, living far better than anyone else, are the Communist high officials. Next come their biographers and apologists, the people who write for the Communist papers and journals. After a wide gap come the engineers and technicians needed for Communism's heavy industry, and then the physicians. Below this level are the teachers, the minor government officials, the salaried employees of industry (such as superintendents and bookkeepers) and finally the workers.

*Of course I know best what has happened to teachers. I last taught law at the Jagellonian University in Cracow. It was founded in 1364; it is one of the oldest in the world; it has had a great tradition of scholarship and the free spirit of inquiry. Now the atmosphere is grievously changed.

The difference is apparent even in the number of students. At the Jagellonian University we used to admit around 2,000 new law students a year. Now the Polish Ministry of Education, which of course has been made into an instrument of Communism, sets

CONTINUED ON PAGE 135

Whale of a Dish with Fish



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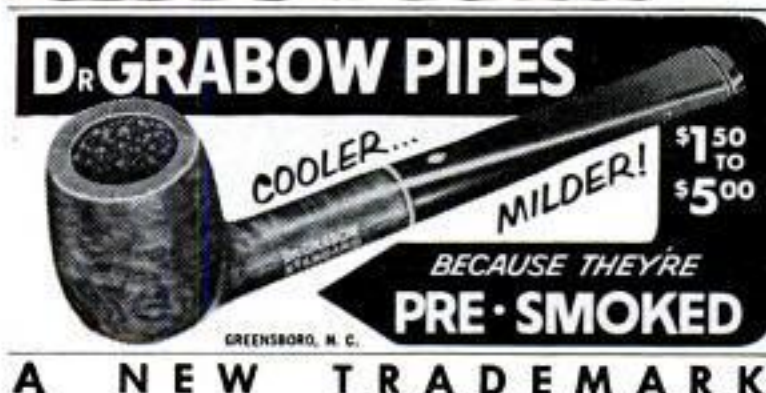
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according to my dealer ... a lot more than any other make. And it's no wonder—

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KOROWICZ CONTINUED

a strict quota; for the current academic year the figure was a mere 210. However, the Communists do everything they can to increase the number of young engineers to speed up industrial production, young doctors to keep the Communist manpower alive, and young economists—if the people trained to spout Marxian dialectics can be called such—to spread the doctrines of Communism. But my classes sharply dwindled.

As I stood in my lecture room, I could never help paying particular attention to a few of the young people. That dark-haired young man over near the window tapping his pencil against the palm of his left hand as he listened, was a graduate of the Communist party school of Cracow Province—in other words, a member of the party elite, marked for leadership and responsibility. He would spend the rest of his life on special missions and assignments in behalf of Communism's conquest of Poland and the world. Right now he was in the classroom for two obvious purposes. The first was to absorb whatever I could teach him about the legal technicalities of dealing with other governments. The second was to bend an eager ear for the faintest sound of deviation or subversion on the part of his professor.

At the back of the room, in the very last row, sat a young man with glasses, so intent on taking his notes that he never once looked at me. He too was my guardian. So was a student sitting near the side exit, another sitting near the far wall, another in the center of the room. And then there were always my two assistants. Under the workings of the new Polish regime they were chosen not by me, not by any university official, but by the Communist committee of the law school of the Jagellonian University. My assistants, naturally, were tried and true Communists. Ostensibly they were assigned to help me with my examinations and other more or less routine duties; for centuries every professor at the Jagellonian University has had such assistants, men gradually working their way up the academic ladder. Unofficially, they too were party spies keeping my lectures under close surveillance.

Dining the jailer

THE younger of the two was about 25, short, stocky, bespectacled and brash. He was energetic, noisy, ambitious and tireless in the service of Communism, whether in deed or in argument. He was smart but completely nonintellectual; any kind of subtlety in thought or deed was beyond him.

The older assistant was such a pathetic fellow that I could never bring myself to despise him. A convinced Communist who would have turned me in at the first opportunity, he was also dedicated to the scholarly way of life. He had rather painfully acquired a master's degree; he was now trying to get his doctorate. His career had been delayed for various reasons, and he was already 39 years old and beginning to get gray. He had a wife, a small child and a sick mother-in-law, and he tried his best to support them all in a meager two-room flat on a salary with a purchasing power of hardly more than \$110 a month, subject to a tax of \$10, in terms of American money. Most of the other assistants at the university, finding this kind of pay intolerable, took various outside jobs to get more money and in so doing neglected any kind of

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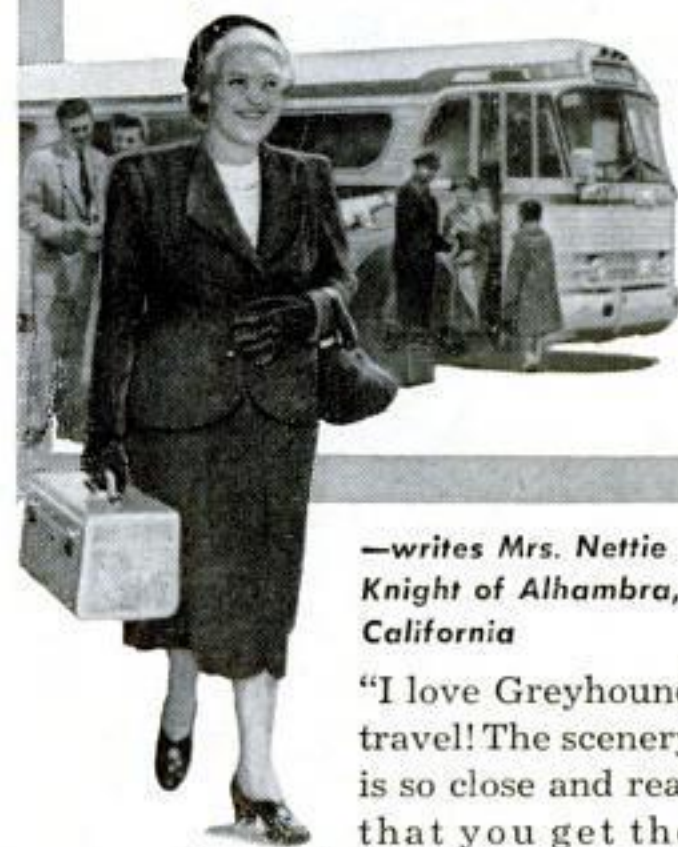


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KOROWICZ CONTINUED

further academic study. This man, however, doggedly kept to a budget and used all his free time to work on his doctorate. He was miserably dressed and underfed, and I could never look at him without a wave of pity. I often invited him to dine with me, just out of sympathy for his financial problems and his scholarly ambitions. It was in a sense an ironic reversal of matters, a case of the condemned man taking his jailer out to dinner.

When talking to my two Communist assistants or watching the young Communist leaders at my lectures, I always knew that one false step could mean my downfall. If the Communist party so decided, I could be thrown off the faculty and permanently black-listed, in which case I would probably starve. I could be reported to the prosecuting authorities or, even worse, the secret police. I could be imprisoned for an indefinite term or even be killed.

The students in the universities have a constant struggle. Most of them, about 70%, attend under government subsidy, a food allowance of \$26 a month the first year and \$36 a month in succeeding years. Some manage to get into government-operated rooming houses where the rent is very cheap. But the housing shortage is acute in all Polish cities. When I was teaching in the city of Lublin three years ago, I went to visit a group of my students. I found six of them living in a single room about 12x20 feet, barely enough space to hold their beds and a few broken-down chairs.

At least half of the students are undernourished. Tuberculosis is common. Because of poor health their progress as students is slow. There is no longer any college spirit in Poland. The students are melancholy and oppressed and have little time or energy for sports.

Only about 10% of the students are Communists, but these 10% exercise an influence far beyond their numbers. They are the chosen, members of the party committees which run the schools, the ones who get government help and space in the government rooming houses. They serve as spies in the classrooms and the dormitories, and the chance that they might be listening makes the anti-Communist students hold their tongues. The non-Communists have become a strangely silent group. In the last few years many students came to me with comments or questions that hinted they were opposed to Communism. But I had to beware of spies too, and in most cases I remained noncommittal. The best I could do was carefully select about a dozen absolutely safe students a year for my special attention.

Kangaroo classes

I WOULD have these students visit my office, always singly to avoid any chance of detection, for long sessions of two, three and even four hours in which I attempted to pass along some of the facts of international law which had become taboo in the classroom. In this way I and other similar-minded professors tried to preserve the thread of scholarship.

It frequently happened that as one of my students approached his 21st birthday his family would be particularly depressed. They thought he would be drafted and have to spend two unhappy years in the army, an army which everyone knows is designed to serve not Poland but Communism. But after the birthday came and went, the family often had wonderful news to report. Their son had passed the physical tests but had been excused from service as "surplus." He would not be drafted after all.

This happened so often that I began to get curious about the Polish army. The facts, I discovered, are most peculiar. Each year about 180,000 young Polish men reach 21. But only 70,000 a year at the very most are drafted. The reason is obvious. The Communists simply do not trust the Poles to carry arms. Instead of providing soldiers for Communism, Poland actually consumes them. To guard against rebellion the Russians keep five divisions of their own army in Poland, perhaps as many as 10. In the town of Legnica in Lower Silesia, Russian soldiers occupy nearly half the homes and have their own stores and movie theater. Large Russian troop concentrations control the outlet of the Oder River into the Baltic Sea. These troops are the real rulers of Poland and they will have to stay until such a time as Communism has managed to conquer Poland spiritually as well as physically.

In its struggle for men's souls Communism is of course well aware in Poland that it must somehow liquidate or capture the Catholic Church, to which 95% of the Poles belong. If the Communists had their way there would be no churches at all. There is not a single church building, for example, in the new Communist-planned steel city of Nowa Huta, but religion cannot be eradicated by the mere absence of buildings. The Sunday trains from Nowa

CONTINUED ON PAGE 139

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ONCE GREAT UNIVERSITY, centuries-old Jagellonian, was Dr. Korowicz' last post in Red Poland. Now its professors are intellectual prisoners of school's student minority who are Reds.

KOROWICZ CONTINUED

Huta are crowded by thousands upon thousands of Poles going to worship in the churches of Cracow, 20 minutes away.

The Communists do not yet dare to forbid worship but they do everything possible to discredit the Church and its priests. There is a constant stream of propaganda by newspaper and radio accusing Catholic priests by name of all sorts of crimes.

Anti-Semitism is just as prevalent as anti-Catholicism. I am reminded of two incidents which concern it. The first occurred in the spring of 1950 when I was teaching in the city of Katowice. The rector of the higher school of economics was a notoriously anti-Jewish, anti-Catholic bigot named Izdebski. His office fronted on a walk that led to a nearby Catholic church. I have watched him as he spied out the window on professors and their families entering the church and no doubt made mental notes to denounce them to the party. Of the 60 professors on his faculty, five were Jews. At the end of the scholastic year Dr. Izdebski informed all five of them that they might as well resign because he had no intention of renewing their contracts. The five got together and drew up a letter of protest, which I saw, to the Central Communist Committee in Warsaw. The letter stated that the five had obviously been fired because of anti-Semitism, contrary to all Marxist doctrines. The professors did not even get an answer from Warsaw. But Dr. Izdebski was soon made rector of a much bigger school of economics in Lodz.

The other incident occurred last year while I was teaching at the Jagellonian University. A Jewish law professor was about to be retired. I went to one of the Communist officials at the school and suggested, without much hope of success, that although the professor had reached 65 he was still in such excellent health and so useful that it would be a shame to lose his services. To my astonishment I found that my mission was superfluous. "I agree with you completely," said the Communist official. "In fact, the whole matter has become academic. The Regional Committee of the Communist party has decided that Professor X's retirement at the present time would be construed in the West as a new act of anti-Semitism. Naturally we do not want to create that impression."

In other words Polish Communism is highly anti-Semitic—but hates to admit it. The moral here is one that I believe the Western world has not yet fully comprehended. On the surface the Communists seem impervious to criticism. Actually they are agonizedly sensitive. The Marxist ideology, however perverted by Lenin and Stalin, is still the basis of their entire system. The Nazis, who based their philosophy on the much less intellectual *Mein Kampf*, actually took pride in their worship of force. The Communists, who stem from *Das Kapital*, have to keep denying their iniquity. When they

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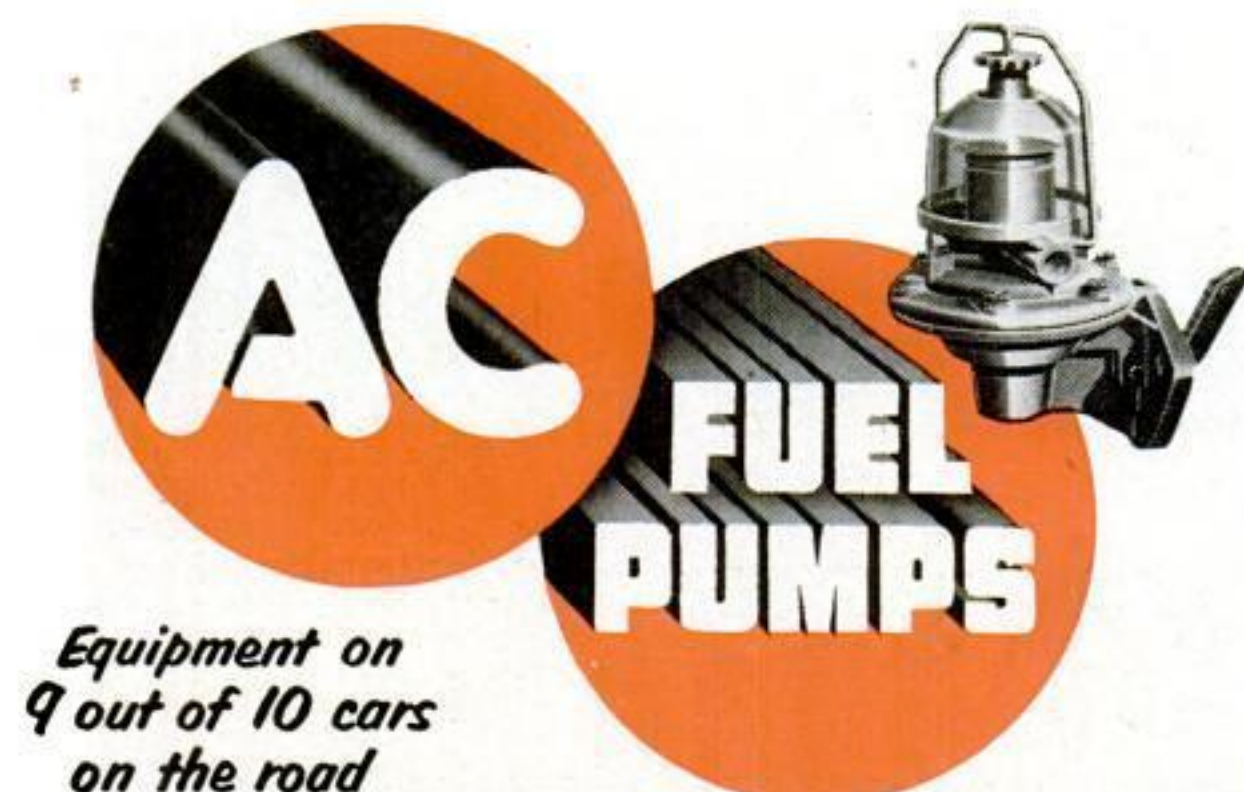
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
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KOROWICZ CONTINUED

are accused of cynicism and imperialist brutality—especially by men from the working classes of the outside world—the criticism becomes a threat to their master plan of world conquest.

The real nature of the Soviets' plan becomes clear to anyone who has lived under Soviet rule in intimate contact with its methods—and for success it depends in large part on what the world thinks of Communism. The plan has these four parts:

- 1—*The creation of a military force of dreadful power—as a threat.* This is why the Russians want the coal and steel of Poland and the other captive nations.
- 2—*The assimilation of the captive nations.* Hence the desperate struggle for the souls of the captive nations, which if successful will make the Communist empire the largest in the world.
- 3—*A diplomatic smokescreen to cover its activities and to gain time.* Thus the Russians forestall peace in Germany or Austria and do everything they can to disrupt Western unity.
- 4—*An intensive effort to conquer the world through propaganda and fifth columns, without ever firing a shot.* And this is perhaps the key to the whole scheme.

Behind the Iron Curtain, where every means of communication serves propaganda and where indoctrination never ceases, one sees how much faith the Communists put in propaganda. One also sees its effect as the constant pressure begins to wear away even some of the stubbornest doubts. And most of all one becomes aware how actively, how energetically, the Communists are trying to spread their subversion through the Western world. It becomes obvious that all Communist diplomacy is designed to open up new propaganda centers and that all Russian trade is merely a branch of the fifth-column service, plus an attempt to get foreign exchange to finance further subversion.

Any means to an end

THE Communists will sacrifice almost anything, including Communist principle, to get their hands on foreign exchange. After they took over in Poland, trading in gold or foreign currencies was made punishable by death. Yet it is almost as easy to find a currency black market in Poland as it is a newsstand in New York City. The reason is that a use has been discovered for the black marketeers. These clever gentlemen manage to get their hands on substantial amounts of foreign currency—and then Communist treasury agents themselves go into the black market and buy up the foreign money for Polish zlotys.

But no matter how clever, or cunning, or ruthlessly efficient the Communist machine may be, it has not been successful so far in Communizing the great mass of Polish people.

A kind of underground anti-Communist propaganda functions perhaps even more efficiently, though more quietly, than the Communist efforts in Poland. Take for example the rural areas. Here the atmosphere is especially anti-Communist. The Communists have tried their best to organize the peasants into kolkhozes, or farm cooperatives. They have offered such inducements as the use of tractors, motor plows, electric harvesters and threshers, Russian-made combines. But the peasants have resisted so firmly that in Poland's 40,000 rural villages there are relatively few kolkhozes and not many of these are functioning very well. The Polish peasant simply wants no part of Communism, and although he often can barely read and write he exerts a strong influence on the upbringing of his children. Peasant boys and girls are taught at home to listen to their school lessons on arithmetic, home economics and farm science, and to ignore the rest. As one peasant told me, the children in the rural schools let Marxism "run off like rain from a rock."

In homes of higher educational standards, the adults are doing their best to pass along their knowledge and their spirit of freedom despite all the shrouds of propaganda and deceit in which the Communists are striving to inter the truth. Children may learn Marxism in the schoolroom, but in the secrecy of the home they learn something quite different. Often their best teacher is a grandmother or a grandfather. The old people in Poland, by a kind of irony that the Communists have inflicted upon themselves, are a wonderful transmission belt for the truth. Because of Poland's poverty under its Communist masters, most young Polish women have to work, regardless of how many children they have. The job of keeping house and rearing the children falls to grandma or an old aunt who lives with the family.

Old women the world over tend to be conservative; they are usually dissatisfied with the present and looking back to happier days. In Poland, where the old days were in all truth much

CONTINUED ON PAGE 142

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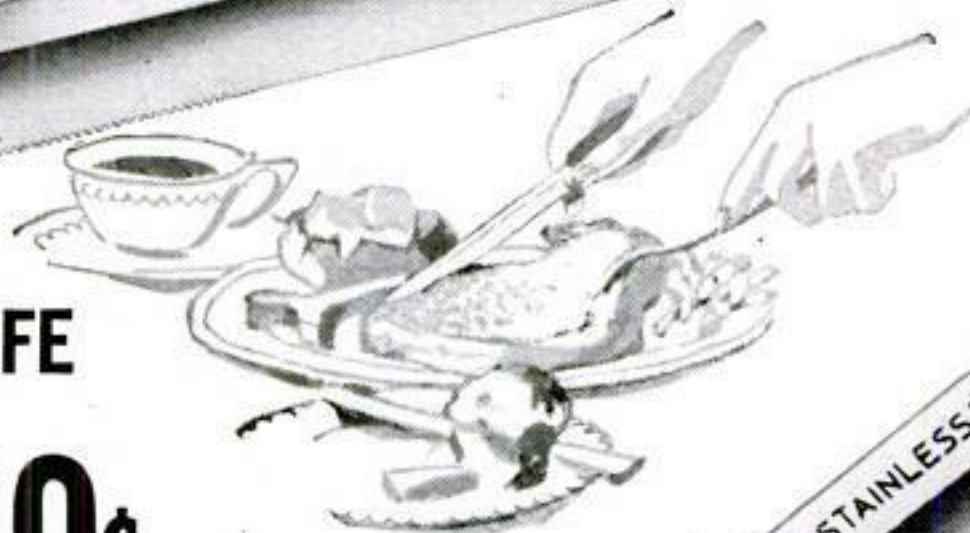
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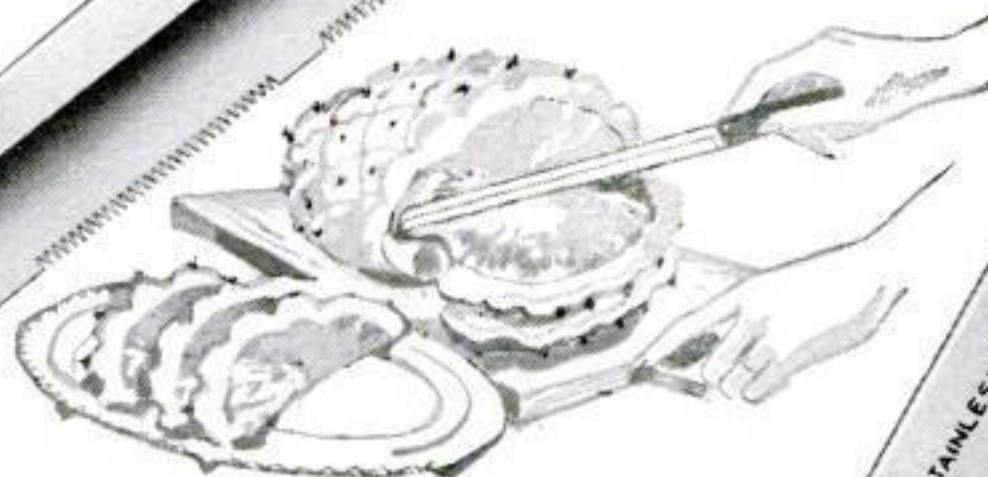
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gayer cocktails

Paul Rand

BRANDY DIST. CORP., 350 FIFTH AVE., N.Y. 1, N.Y. • CALIFORNIA GRAPE BRANDY • 84 PROOF.

KOROWICZ CONTINUED

better, the old folks' belief takes on added strength and conviction. At their knees the babies of Poland get an anti-Communist indoctrination that will be hard for the Communist propagandists to combat.

The trouble is that the Communists never stop trying. There is always the danger, in a prisoner nation like Poland, that the propaganda will have a cumulative effect, that it will gain momentum as the years go on. The grandmothers and the old aunts die off one by one. New generations that have never known freedom are born. And under the unrelenting pressure of Communists the forces of evil grow. The one little ambitious informer, eager to curry favor by joining the party and betraying his friends, multiplies to a hundred and then to a thousand. Then the nation is conquered in spirit as well as in body.

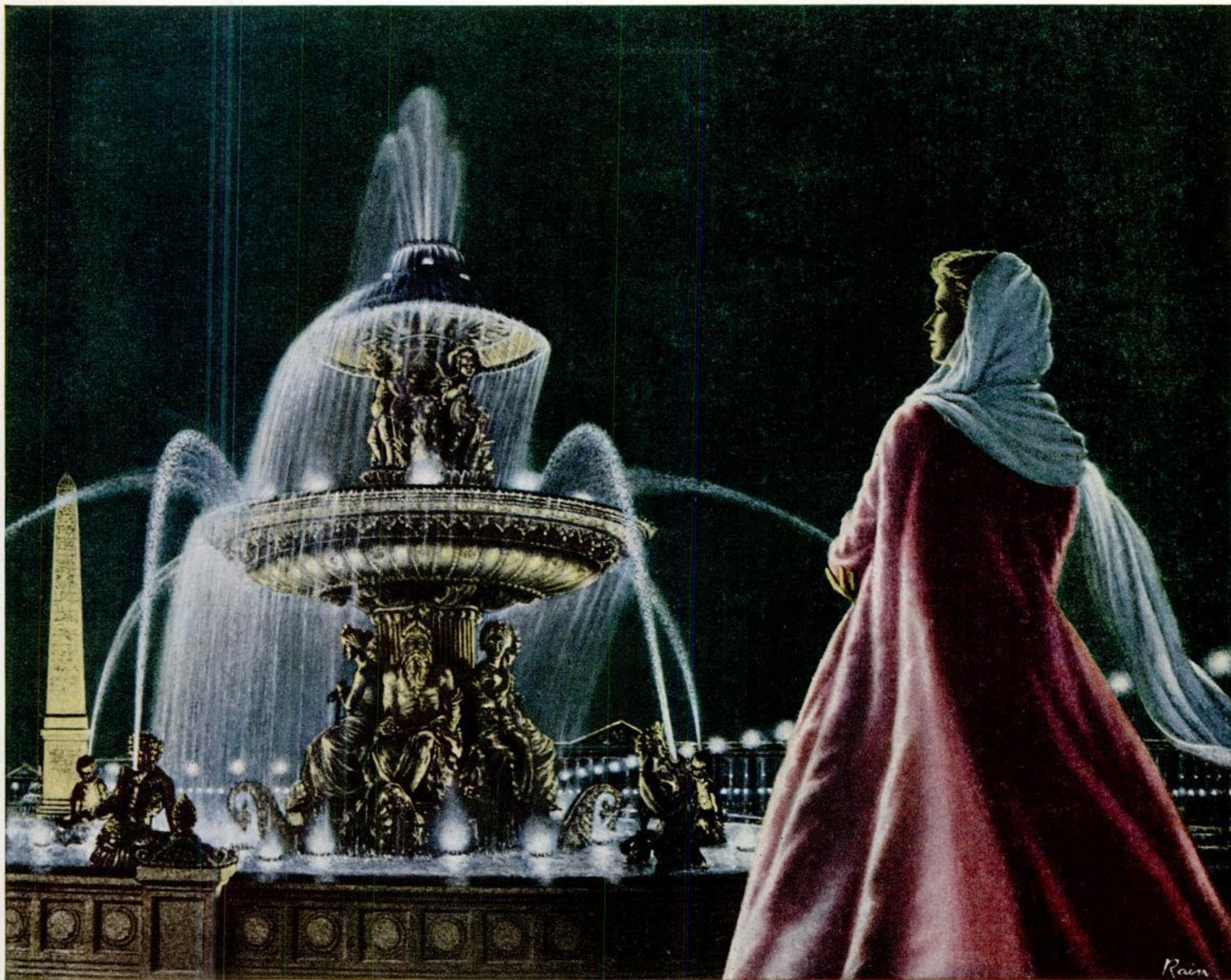
To the great pride of the Poles, Poland has always been a nation of the most rugged and independent men. They are people of strong opinions, quick to argue for their convictions and never afraid to fight. The Russians are finding this out. But even the proudest nation cannot hold out forever if the hope of throwing off the Russian yoke ever fades. That is why it is terribly important for the West somehow to keep the hope alive, to let the captive nations know they have not been deserted.

All hope of thwarting the Russian plan of conquest, it seems to me, is concentrated in the next few years, perhaps even the next few months. This is the time for the strongest possible pressure on Russia. If I were a Western diplomat, I would seriously urge breaking off all diplomatic relations, including relations through the United Nations. I would certainly break off all trade. This would cut off the espionage and the fifth columns.

If the West took this course, it would end Russia's hope of winning the world through subterfuge and indirection. Our only alternative is to witness the gradual defeat, through despair, of the 80 million non-Russian people who, though prisoners of the Soviets, are still the friends of freedom.



NATION'S GRANDMOTHERS do most to keep alive the ancient truths of God and country by teaching the young when they come home from Communist schools. This old woman from Warsaw is shown with orphaned grandson.



Fountain by Night...painted for the De Beers Collection by Charles Rain

Alight with love *These lights can never be
extinguished in memory: the radiance of a woman's face
in love, the mystery of a night glowing fountain, the lambent
shafts that prism them in your engagement diamond.
For you . . . and those who come after . . .
the eternal play of diamond lights will keep
these visions bright until the end of time.*

~~1/4 carat (25 points) \$85 to \$190
1/2 carat (50 points) \$220 to \$450~~



~~1 carat (100 points) \$625 to \$1170
2 carats (200 points) \$1300 to \$3200~~

In October, 1953, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

Your engagement diamond need not be costly,
or of many carats, but it should be chosen
with care. Remember, color, cutting, and clarity,
as well as carat weight, contribute to a diamond's
beauty and value. A trusted jeweler will help
you find a stone of fitting size and quality
and style for what you wish to spend.

Divided payments can usually be arranged.

De Beers Consolidated Mines, Ltd.

a diamond is forever

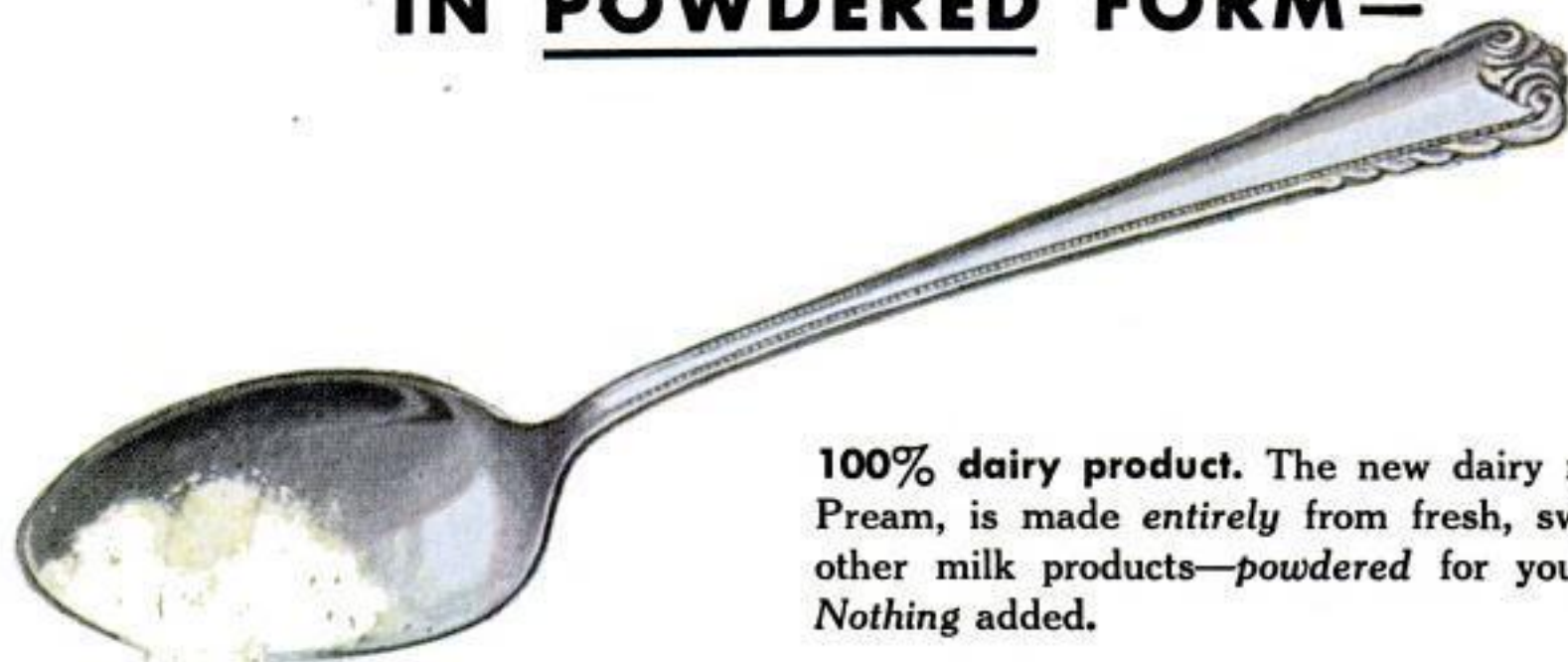
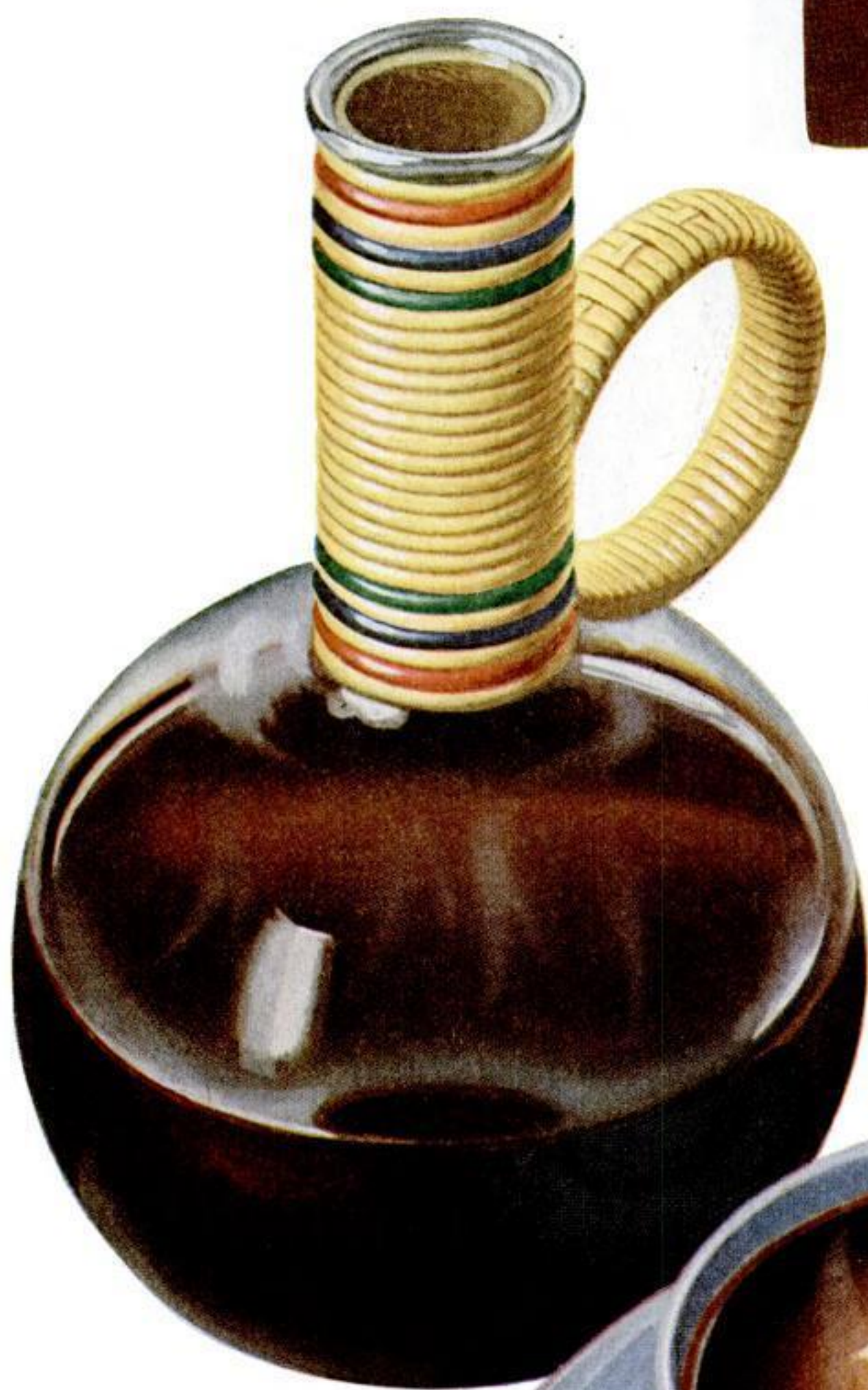
N. W. AYER & SON

New miracle way
to "cream" your coffee!



PREAM

DELICIOUS 100% DAIRY PRODUCT
IN POWDERED FORM—



100% dairy product. The new dairy miracle, Instant Pream, is made *entirely* from fresh, sweet cream and other milk products—*powdered* for your convenience! *Nothing* added.

Stays fresh without refrigeration. Because it's in *powdered* form, you don't have to refrigerate Pream.

Never sours! Never "turns"! Pream keeps indefinitely while sealed. When opened for regular use, it stays fresh-tasting to the last spoonful.

Saves over 1/3. One 4-ounce can of Instant Pream equals 2 half pints of coffee cream—yet costs so much less.

Dissolves instantly. Just put a spoonful of *instant-dissolving* Pream on top of your hot coffee—or tea or cocoa. Stir to blend. It's so easy to make your favorite beverage more delicious with Pream . . . *any time, any place!* Your food store has Pream now.

The new way to
"cream" it is
to Pream® it!



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Life Visits *Arabella* *Churchill*

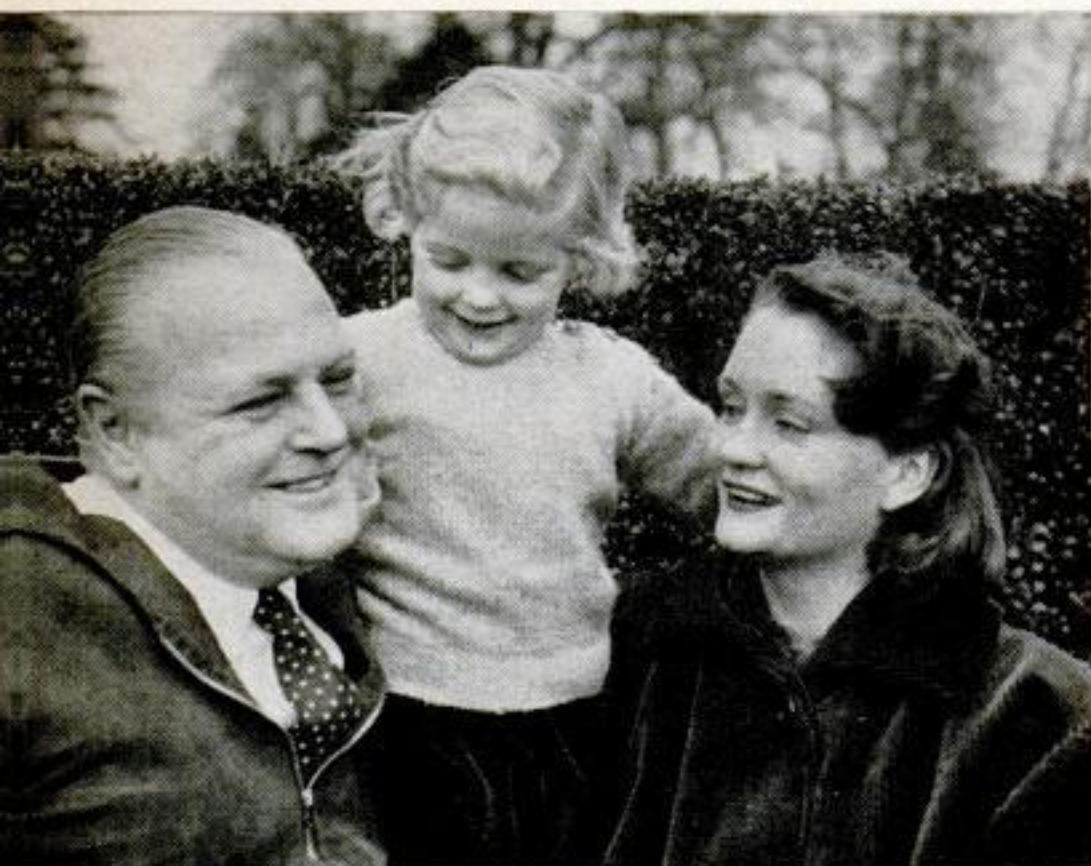
WINSTON'S GRANDCHILD IS FOUR AND FETCHING

When she goes abroad into society, as she has on occasion, to be a flower girl at a fashionable London wedding or to attend a family party given by her famous grandfather, Arabella Spencer Churchill dresses up in the ornate 18th Century gown she wears at right. At such times her manner is sedately charming like that of her namesake, the first Arabella Churchill, sister of her distinguished ancestor, the Duke of Marlborough.

Most of the time 4-year-old Arabella, whose father is Randolph Churchill, lives quietly with her parents in a 300-year-old country house in Oving, near Oxford. There Photographer Carl Mydans visited her recently to take the pictures on this and the following pages. Though she is generally dressed up for tea (*see cover*), Arabella spends most of her day clad in grass-stained corduroy pants and a woolly sweater, tumbling around the yew hedges and gardens next to the house and overseeing the livestock on the farm next door. So far nobody has decided whom Arabella takes after, but not long ago she displayed her grandfather's devotion to literature by turning her back on a children's television show and asking her nanny to read her a book.

REGAL DRESS, replica of an 18th Century formal ball gown, is made out of cream-colored brocade. Arabella usually wears it with pink coral necklace, bracelet, silver slippers.





PARENTS join Arabella in garden. She is an only child, but Randolph has son by former marriage.

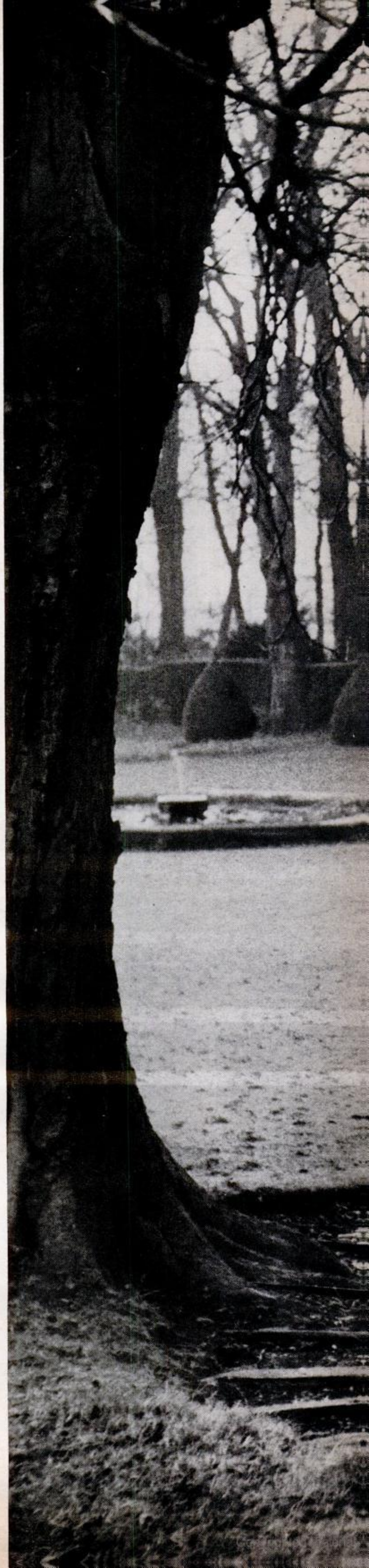


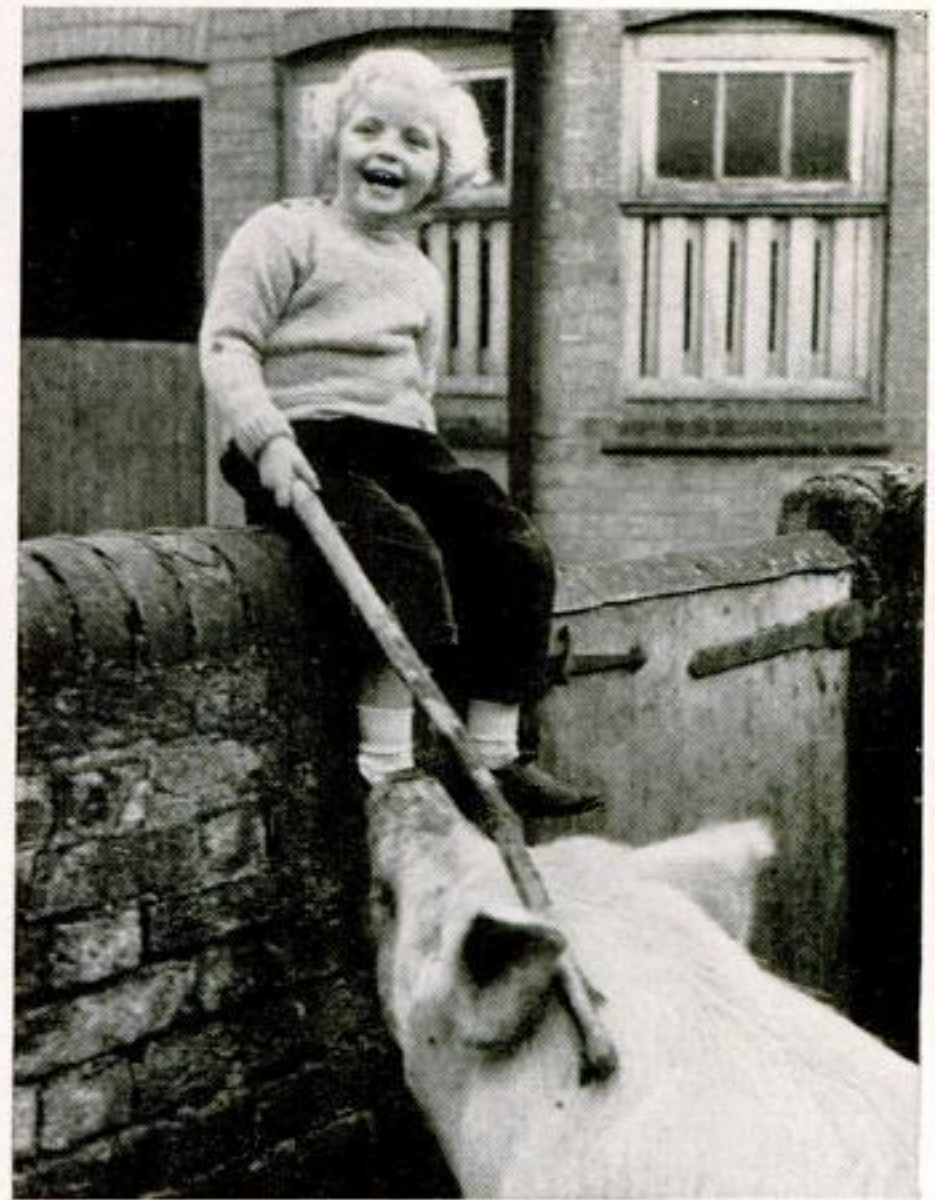
EXPLORING HOLLOW TREE (*right*), Arabella peeks into hole where she believes "mousies" live.



FAVORITE PET, a rabbit named Smoky, was given Arabella by mother on birthday last October.

ON GARDEN PATH Arabella hands up pack of cigarettes which father lost while riding her tricycle. →

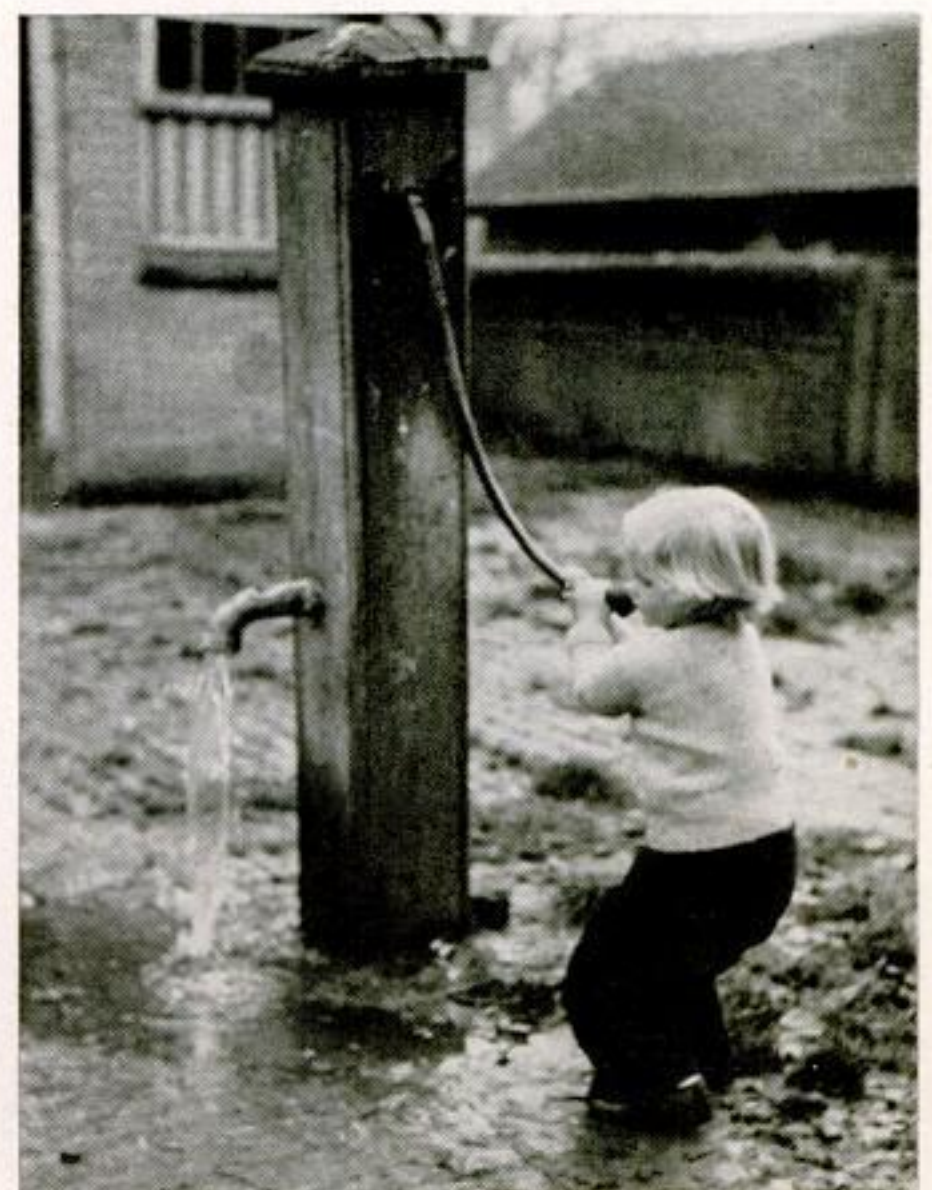




FRIENDLY PIG, getting its back scratched by Arabella, responds by nuzzling one of her shoes.



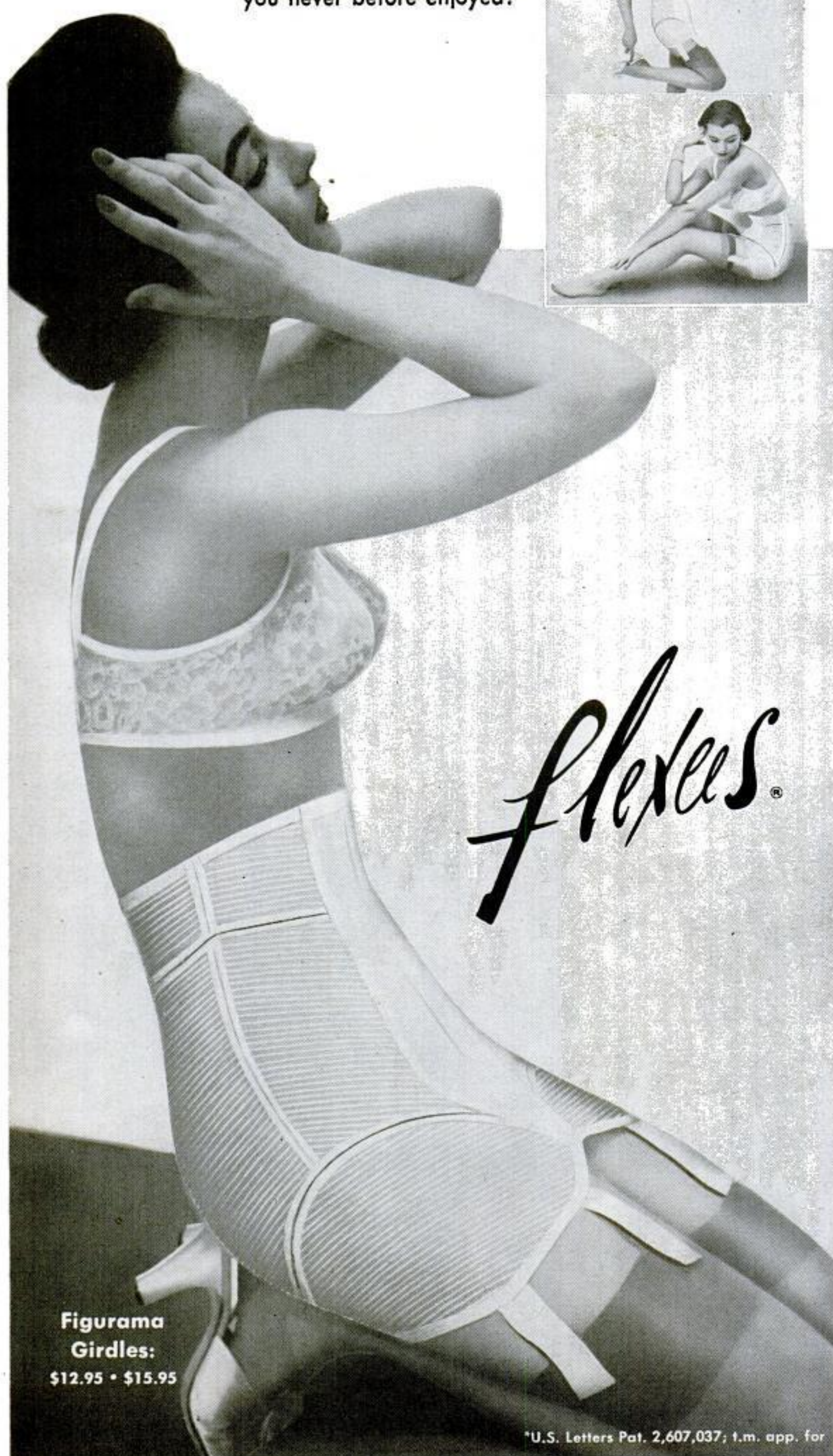
VILLAGE BLACKSMITH Stanley Kirk, 69, is watched intently as he forges a new horseshoe.



FARMYARD PUMP offers diversion to Arabella, who swings on the handle to start water running.

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every motion BEAUTIFUL...in
Figurama*

Not just a new girdle... but a girdle
different from all others! See how Flexees
unique design duplicates the motion of the torso
muscles in directional pull. Diagonal side-
panels, front and back, slim and lift your
muscles; half-moon sections at the hips give
you leg-free action. Be fitted to Figurama
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Life's Visit CONTINUED



AT TEATIME Arabella gulps milk, spilling a little, in rush to get at sandwiches, cookies and an orange. Afterward she sighed, "Ooh, I'm well fed."



PLAYING ELEPHANTS in the library after tea, Arabella takes turn riding on the back of Susan Stanley, the 6-year-old daughter of her governess.

CONTINUED ON PAGE 150

there's a revolutionary new kind of permanent at your beauty salon today
with exclusive Miracle Monitor Lotions

... a permanent permanent ... an infallible, to-your-order permanent

Caryl Richards *Just wonderful!*

PERMANENT



You'll be so
wondrously happy...
so proud...
so pretty!



Never, never, never...
have you ever, ever,
ever... looked
so lovely, so
alive!



It's you...you
...you!—the most
wonderful you in
all your wonder-
ful life!

It's magic! Sheer, ecstatic, unbelievable, *undeniable* magic. Your hair—your soft, lovely, lustrous, natural hair. Can this be yours? Yes! Yes! Yes! This very day! Never before could you call a permanent like this your very own... never before have you even *seen* a permanent like this! It's *just wonderful!*—a permanent that actually keeps your wave *lastingly* permanent... no matter what kind of hair you have! The secret in JUST WONDERFUL! is the *Miracle Monitor Lotion*, blended for every type of hair, that brings your wave to exactly the degree of wave you wish—and *keeps it there!* And then

Caryl Richards' *exclusive new* wonder-working Froth actually *seals in* the wave just the way you always dreamed about. What's more you're so supremely comfortable when creative hairdressers work with JUST WONDERFUL! to bring out the full glory and loveliness of your hair. Caryl Richards' JUST WONDERFUL! and the skill of your hairdresser form a combination that has never been equalled. And JUST WONDERFUL! is sensibly priced.

Make *your* permanent JUST WONDERFUL!—that's exactly what it is!

CARYL RICHARDS, INC., BKLYN 22, NEW YORK



JUST ASK YOUR HAIRDRESSER FOR

Just wonderful! **PERMANENT**



Caryl Richards

Just wonderful!

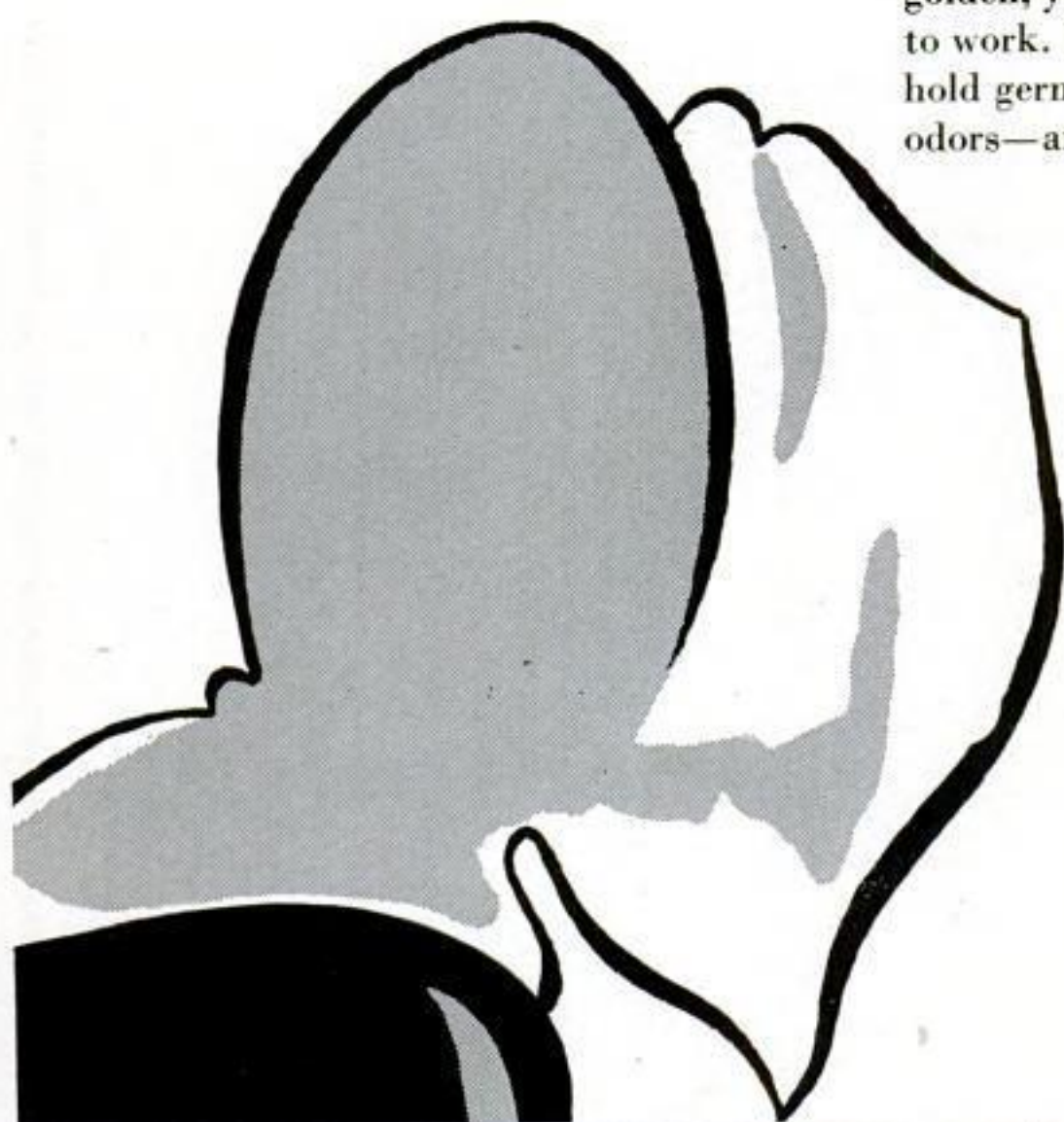
LANOLIN HAIR CREAM

For thoughtful hair care and fresh new hair beauty. Commands your coiffure into its loveliest look...persuades it into its most attractive shaping... adds lustrous high-lights and a sparkling sheen. On sale at your hairdresser.

What new cleanser turns golden as it DISINFECTS?

and banishes odors as it cleans?

THE NEW OLD DUTCH with "Sunshine Suds." When it turns golden, you can actually see it go to work. It kills common household germs—banishes strongest odors—and cleans quicker.



The
Sensational,
New

FLORSHEIM
***LOTOP**

Lower, lighter, easier on the foot! Florsheim again scores with the style that's changing the shoe choice of the nation!

The LOTOP, S-1531
two-eyelid blucher moccasin
front in tan Bookbindery Calf,
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A NEW TRADEMARK

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FOR AMERICA'S MOST POPULAR
WORK CLOTHES

A GOOD POINT TO REMEMBER!

**SAFTHEED
THUMB TACK**



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD



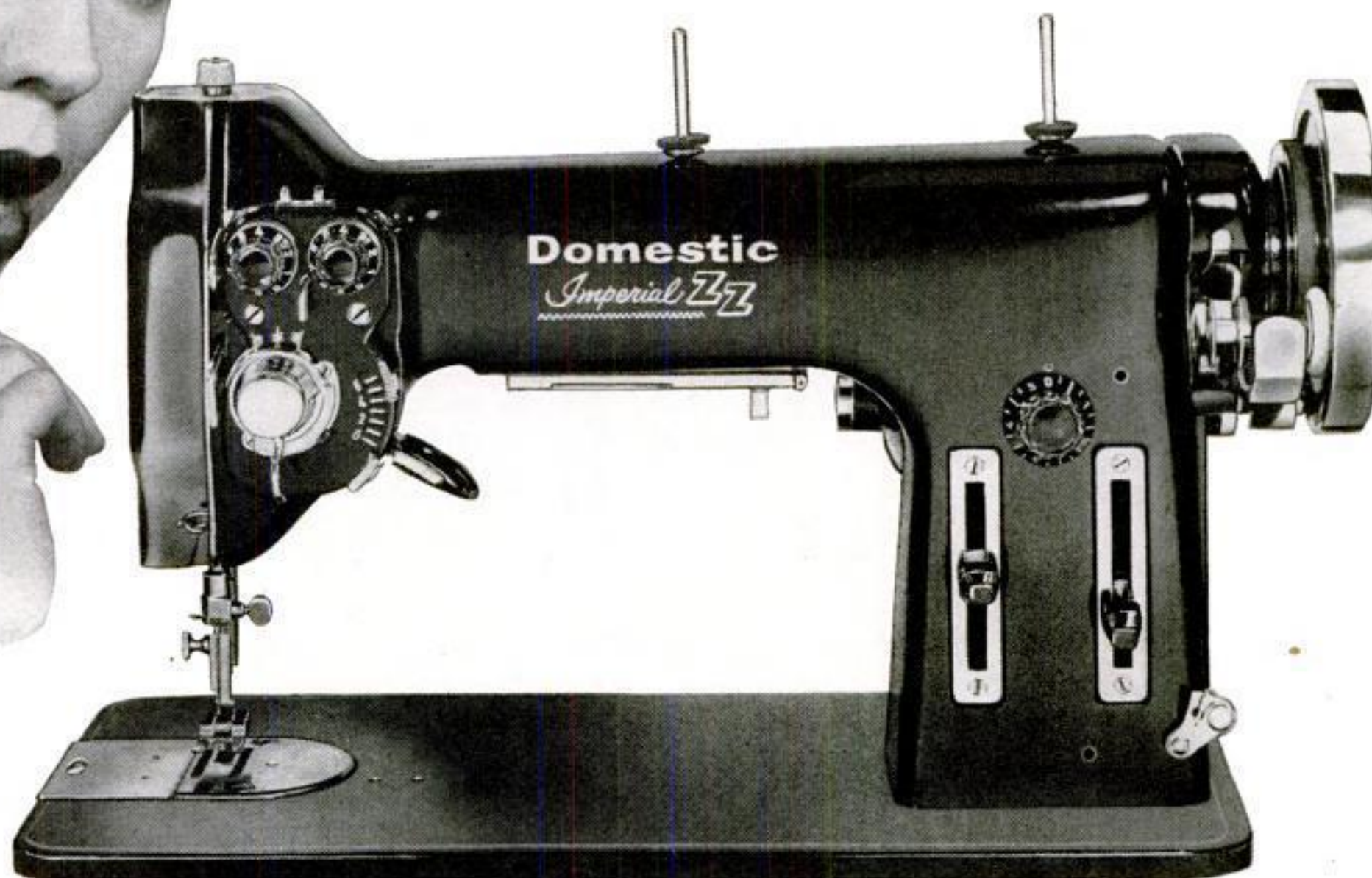
JOUNCING ON SCALES after her bath, Arabella makes the needle spin around. When she stopped jumping the needle registered an even 36 pounds.



BOUNCING ON CRIB in nursery is bedtime delaying action used by Arabella just before mother turns out the lights. She usually goes to sleep at 6:30.



For that **1** woman in **10**



SEW LIKE THIS WITHOUT ATTACHMENTS:

Monogram, appliqué, embroider, blindstitch, make buttonholes, sew on buttons, do all kinds of decorative stitching.



For the woman who loves touches that look like handwork on her clothes and home furnishings, the Domestic Imperial is the sewing machine she's been waiting for, the best of the new zig-zag models! It does all kinds of decorative stitching without attachments, better and easier than ever. Monograms, embroiders and blindstitches, sews on buttons, makes buttonholes, overcasts, adds inserts or appliques with built-in zig-zag controls that practically eliminate hand sewing.

And *now*, you can have this no-attachment convenience *plus* Full Rotary Action. There's no trick to on-the-mark and stitched-to-stay sewing with a Domestic Imperial.

Most important of all, Domestic's new *All Speed, Full Power Control* lets you sew at *any* speed you prefer . . . any time! Stitch as slowly as you like in the close spots, as speedily over thick seams as over a single thickness of sheer nylon.

If you are that 1 woman in 10 who will make lots of use of zig-zag sewing tricks, and can afford the extra cost, you'll want this *finest of all* zig-zag machines, the Domestic Imperial, built for a lifetime of trouble-free sewing. Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio.

Domestic

THE WONDERFULLY SIMPLE...
SIMPLY WONDERFUL...

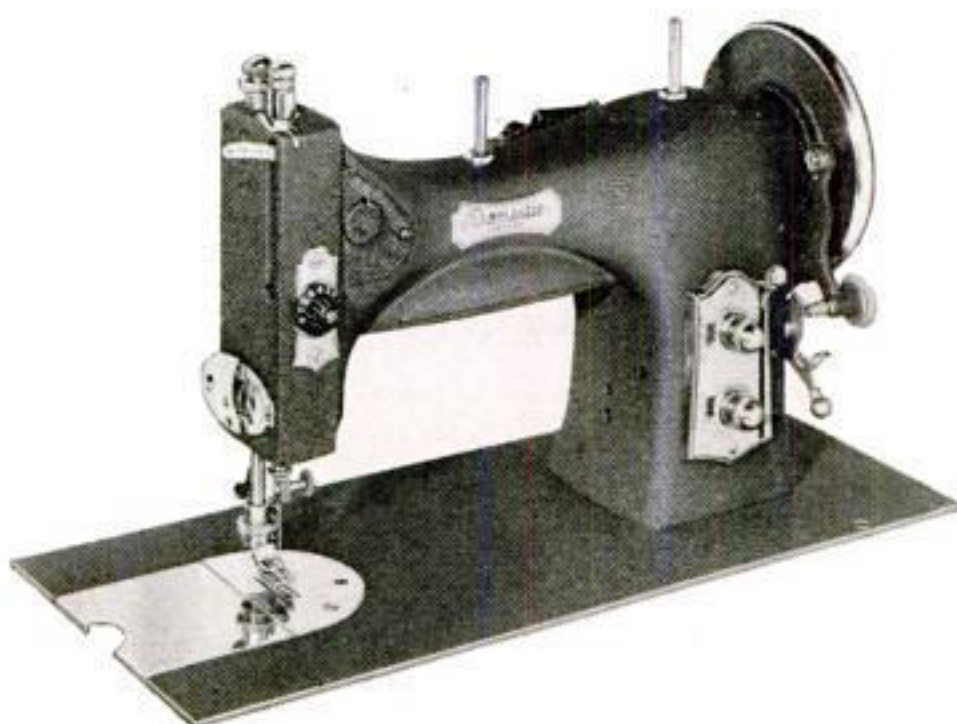
SEWING MACHINE

For 9 out of 10 women...

The plain-priced Domestic De Luxe provides all the practical sewing help 9 out of 10 women will ever use. It will pay for itself within a year . . . from what you save by making clothes and home furnishings for just the cost of materials. The wonderfully simple controls and foolproof sewing action make it easy to sew like an expert . . . take the hard work out of mending and make-over. Be sure, try the Domestic De Luxe before you decide on *any* sewing machine . . . at *any* price!



Domestic's Full Power Sewing controls sewing speed at the important *first stitch* . . . not seconds and stitches too late. Ends bumping handwheel, both hands are free . . . you sew surely through thick or thin materials at *every* speed.





HERE'S LOVE IN YOUR EYE

London *Daily Mirror* Photographer Freddie W. Reed once tried making a trick shot of his reflection in a lion's eye at the zoo. The lion refused to keep still and Reed decided to try people instead. Using an engaged couple as

models, he turned out the remarkably clear and detailed picture above. Here, reflected in the eyeball of a young lady, is the tiny image of her fiancé beside the camera which took the picture of love literally showing in her eyes.



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Famous Opera Star tells why she changed to Camels

Eleanor Steber

BRILLIANT SOPRANO OF THE
METROPOLITAN OPERA

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Camels agree with more people THAN ANY OTHER CIGARETTE

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Your own sense of good taste will tell you Camels' mildness and flavor are right for you!



IF YOU wonder if you should change your cigarette, consider this:

Camels, year after year, are America's most popular cigarette . . . first choice with millions for mildness and flavor! Surely you deserve the cigarette that rates tops with the most smokers! Find out yourself! Smoke only Camels for 30 days. See how Camels' costly tobaccos give unmatched mildness and rich flavor.

See why Camels agree with more people than *any* other cigarette!